MAY 15, 1950

BROADCASTING
TELECASTING

PUBLIC LIBRARY
MAY 22 1950
DETROIT

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The Newsweekly of Radio and Television.

"Some station reps bore me to tears!"

"They're always talking about the power of radio stations. Always showing me coverage maps. What I'm interested in is the results you get per-dollar-spent!"

Well, sonny, you're our man. W-I-T-H in Baltimore is famous for delivering more listeners-per-dollar than any other station in town. And that means low-cost results!

If you want to do BIG things in this rich market with a LITTLE bit of money, buy W-I-T-H. Call in your Headley-Reed man and get the whole story.

WITH

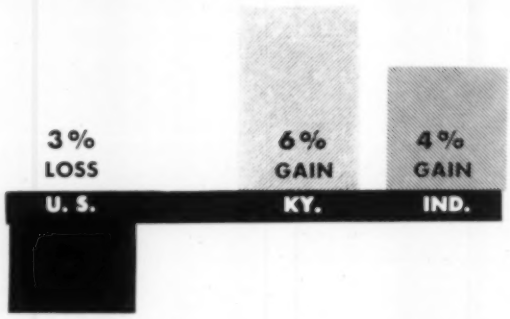
BALTIMORE, MARYLAND

TOM TINSLEY, President • Represented by HEADLEY-REED

Kentuckiana leads the nation...

in farm income gains

More money from crops... more money from livestock ... more money to spend. This continuing prosperity throughout Kentuckiana adds up to a real sales opportunity for advertisers.



TOTAL INCOME FROM LIVESTOCK AND CROPS

Based on U. S. Department of Agriculture figures comparing January-February 1950 with January-February 1949.

WHAS alone serves all of Kentuckiana

with the only complete Farm Programming Service for Kentucky and Southern Indiana

Here is the WHAS FARM PROGRAMMING

Market Report	6:35- 6:45	M thru F
Farm News	6:45- 7:00	M thru S
Noon Markets	12:40-12:50	M thru F
Farm Features	11:30-11:50	Saturday

The Kentuckiana farmers *depend* on WHAS Farm Coordinator Frank Cooley and Assistant Don Davis for up to the minute farm news and market reports. And advertisers have come to *depend* on WHAS Farm Programming for sales results in Kentuckiana.

CBS

WHAS

INCORPORATED • ESTABLISHED 1922

Louisville 2, Kentucky

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

TECHNOLOGY DEPT.

PUBLIC LIBRARY
MAY 22 1950
DETROIT

"... *for effective coverage of the State Legislature*"

The 1950 George Foster Peabody Radio Award

K X L J

Helena, Montana

This award is more significant since, in 1949, this station was questioned by the FCC as to the percentage of commercial programs and as to its public service programming. KXLJ gratefully acknowledges receipt of the 1950 George Foster Peabody Radio Award for "effective coverage of the Montana State Legislature." KXLJ has also been awarded first place for "Public Service Promotion in 1949" by *Billboard*.

A member of the:

PACIFIC NORTHWEST BROADCASTERS

KXL Portland	KXLL Missoula	KXLQ Bozeman
KXLE Ellensburg	KXLK Great Falls	KXLF Butte
KXLY Spokane	KXLJ Helena	KING Seattle

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

TOM L. EVANS, president and chief owner of KCMO, Kansas City 50,000 watter, last week boarded Presidential train at Kansas City and accompanied Mr. Truman on his whirlwind cross country trip. Mr. Evans, also head of Crown Drug Co., is old friend and colleague of Chief Executive.

UNHERALDED MEETING of nominating committee of Radio Mfrs. Assn. in New York last week yielded nothing tangible on selection of paid president but decision was reached to upgrade dues (to defray increase in overhead). Both matters come before annual convention next month in Chicago. Meanwhile leading prospects for paid presidency will be canvassed, including: both LaFollettes (former Senator Bob and former Wisconsin Governor Phil); former Army Quartermaster Chief Edmund B. Gregory; Lt. Gen. Walter Bedell Smith; FCC Chairman Wayne Coy; CAA Administrator D. W. Rentzel; and former Presidential Counsel Clark Clifford. There's still chance that Ray Cosgrove, honorary president, will be inveigled into accepting interim presidency.

BELIEF growing broadcasters will get tired of kicking around at hands of organized baseball, with possibility courts will get chance to settle question via test case.

GET-TOUGH attitude toward AM applications is developing in FCC, perhaps out of penitence for way AM spectrum is torn by interference through past disregard for strict letter of engineering standards in making grants. With spectrum already crowded, it could lead to hearings on virtually all applications that come in.

LAMBERT & FEASLEY, New York, has recommended TV spot schedule for Phillips Petroleum Co.'s Phillips 66 gasoline, in addition to present radio network show.

ABC BROKE BREAD with FCC last Thursday night in Washington in its annual off-the-record dinner. ABC's need for more power (presumably through clear channel revision) to offset physical advantages of competitors was stressed, it's understood. Present: All seven members of FCC plus General Counsel Ben Cottone, Asst. Gen. Counsel Harry Plotkin and Chief Engineer Curtis Plummer. For ABC: Chairman Noble, Vice Chairman Woods, President Kintner, Vice Presidents Hinckley and Marx, and Director of Advertising, Promotion & Research Ted Oberfelder.

FCC'S UNSETTLEMENT on color TV extends all way to question of when decision can be issued. Some authorities think decision could be out by about Aug. 1 (60 days from time record will be closed), while others feel

(Continued on page 86)

Upcoming

May 18-20: Georgia Assn. of Broadcasters Radio Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.
May 22-23: North Carolina Assn. of Broadcasters, Chapel Hill, N. C.
May 25-26: Virginia Assn. of Broadcasters, Tides Inn, Irvington, Va.
May 31-June 2: Advertising Federation of America Convention, Statler Hotel, Detroit.
(Other Upcomings on page 43)

Bulletins

A. A. SCHECHTER, MBS vice president in charge of news and special events, sent telegram Friday to Gov. Chester Bowles, Connecticut, protesting seizure by Connecticut state police of tape recorded interview with victim of Bigelow-Sanford payroll robbery Friday. George Lezotte, of WAVZ New Haven, and Fred Peach, of WHYN Holyoke, Mass., interviewed wounded guard in Springfield, Mass., hospital, for *Mutual Newsreel*. Tape and reporters' notes were confiscated by police.

PEPSI-COLA Co., New York, through Biow Co., planning intensive radio spot campaign in Washington and Baltimore.

FIRST option on rights to Big 10 football film highlights for post-game showing next fall acquired by J. Walter Thompson Co., it's learned. Asking price understood down from $100,000 to $90,000 for 10-program half-hour series. Option expires in 15 days.

WDOK Cleveland names Everett-McKinney, New York, as national representative.

Business Briefly

DE SOTO SPOTS ● BBDO, New York, planning intensive national spot series for Chrysler's De Soto cars. Final decision expected late this week.

LINING UP LIST ● Saraka (proprietary) through Abbott-Kimball, New York, preparing station list for transcribed *The After 40 Club*.

RADIO PROSPECT ● Chelsea Milling Co., Chelsea, Mich. (Jiffy Mix), names Clark & Rickerd, Detroit, as agency, planning regional radio next fall or winter.

CANDY CHANGE ● Hollywood Candy Co., Centralia, Ill., division of Hollywood Brands Inc., resigns D'Arcy Adv., St. Louis. Radio to be continued. Ruthrauff & Ryan among agencies soliciting account.

KRUEGER SURVEY PLAN ADOPTED BY HOOPER

SEPARATION of radio and television audience surveys so true picture of all media in individual areas will be shown, as recommended by Herbert Krueger, WTAG Worcester, Mass., in the May 8 BROADCASTING, will be adopted by C. E. Hooper Inc. as pattern for future reporting of radio and TV audiences.

Mr. Krueger contended surveys tend to show TV impact on radio without showing effect on other media.

Writing to Mr. Krueger, C. E. Hooper, president of research firm said:

Your article, "Who's Hit by TV?" page 27, May 8, 1950, BROADCASTING, has been the subject of a two-day-long conference among the principals of our organization. Its recommendations are being adopted as a blueprint for our future reporting of radio and television audiences.

This is the most emphatic way we could tell you that we consider your contribution an outstanding example of good thinking, down to earth reasoning and perfect timing on a fundamental industry problem.

Sports Attendance Not Hurt by TV

TELEVISION does not hurt attendance at sports events after first year of set ownership when novelty has worn off, according to exhaustive study conducted by Jerry N. Jordan, son of Clarence L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia. Detailed results were to be given today (Monday) at Milwaukee meeting of National Assn. of Newspaper Promotion Managers.

Completed findings confirm tentative results disclosed last winter by Mr. Jordan [TELECASTING, Jan. 23]. Cooperating in two-year project were N. W. Ayer & Son, Atlantic Refining Co., Radio Mfrs. Assn., major and minor league baseball clubs, Princeton U., U. of Pennsylvania and others.

Attendance at some forms of entertainment shows increase, Mr. Jordan found. Major factors influencing attendance, he said, are higher incomes and shorter working hours, management, performance of teams and publicity. TV is not major factor, he found, citing long lists of figures compiled from 460 baseball clubs, 192 universities, 32 high schools, 100 arenas and other sports sites, with 572 cities covered in every state and 124,000,000 paid admissions.

Series of charts showed detailed effect of TV on sports attendance, with analyses of various factors affecting attendance.

Mr. Jordan found habits of TV set owners return to original pattern one year after set is acquired, with attendance at some forms of entertainment showing increase.

Main conclusions follow:

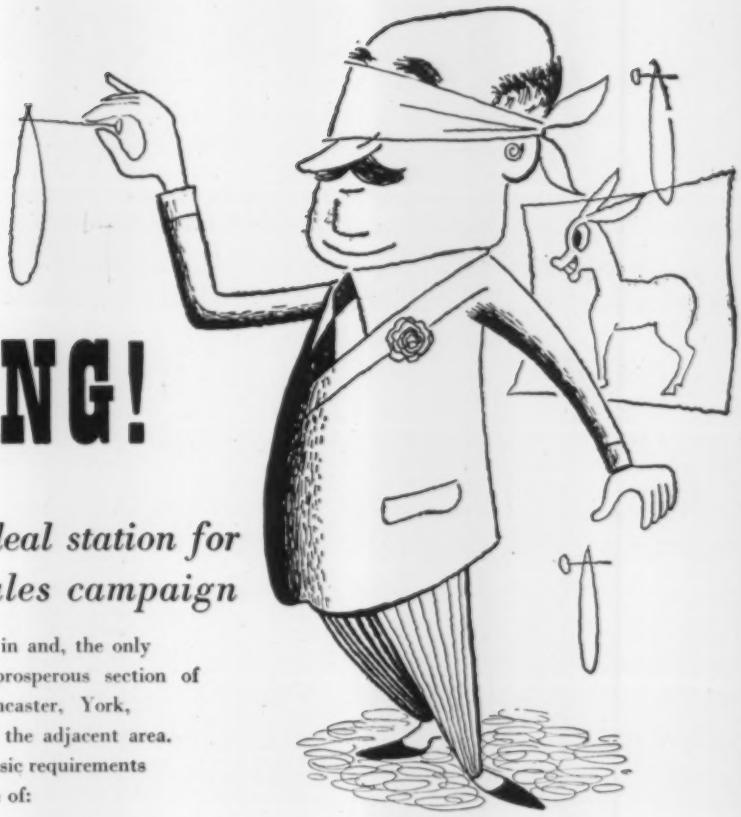
Higher percentage of colleges in TV areas increased attendance in 1949 than colleges in non-TV areas, especially small colleges.

More colleges telecast in Western Conference area last year than any other section, and they had higher percentage gain in attendance than any other section.

Fifteen of 16 major league baseball clubs increased or decreased attendance in direct relation to improved or lowered performance.

Thirteen of 18 telecast minor league clubs increased or decreased attendance in direct relation to performance; in Pacific Coast League five of six telecast teams followed performance.

STOP GUESSING!



WGAL-TV — The ideal station for testing your TV sales campaign

The only television station located in and, the only station that reaches this large, prosperous section of Pennsylvania which includes—Lancaster, York, Lebanon, Reading, Harrisburg and the adjacent area. This market ideally fulfills all the basic requirements for reliable TV sales testing because of:

- Comparative isolation—not deeply penetrated by any other television stations
- Stabilized economy
- A well-balanced population of average cultural level
- Widely diversified industries
- Ample facilities for distribution and sales
- Compactness which permits fast, accurate checking of results
- Reasonable advertising rates

Viewing is unusually high and consistent because of interesting local programming and the top shows of four networks—NBC, CBS, ABC and DuMont. A number of alert advertisers are now making TV sales tests on WGAL-TV. Such a test can mean the difference between profit and loss in your TV selling. Write for information.

Represented by

ROBERT MEEKER Associates

Chicago
San Francisco
New York
Los Angeles

A STEINMAN STATION

WGAL-TV

Channel 4—Lancaster, Penna.
Clair R. McCollough, Pres.

NBC • TV AFFILIATE

THE "Right" Hats ARE IN OUR Ring

THERE'S A GOOD REASON WHY WFBM DOMINATES THE LUSH HOOSIER MARKET!

● Twenty-six years of top performance in Indiana have built a listener-loyalty for WFBM that you seldom find for any single radio station. In fact, the latest Hooper shows this Indiana pioneer station's audience way ahead again—with an even larger proportion of listeners in the total rated time period than any other Indianapolis station.

And there's another point worth noting about WFBM. The "right" people . . . those who prefer *good* radio just as they prefer, and can afford, the best of everything they select to buy or enjoy . . . prefer the "quality radio" that has always distinguished WFBM.

Remember—if you want to make sales, you have to make calls—and WFBM calls on the most important part of the Hoosier market morning, noon and night. You could have no better sales contact!

First IN INDIANA ANY WAY YOU JUDGE!

WFBM
INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint* — WOOD *Grand Rapids* — WEOA *Evansville*

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Bill Gabriel Jr., Elaine Haskell, Grace Motta, Lillian Oliver, Al Riley, Warren Sheets.

NEW YORK BUREAU 250 Park Ave., Zone 17, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin. **Bruce Robertson,** *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director,* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1. *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28. *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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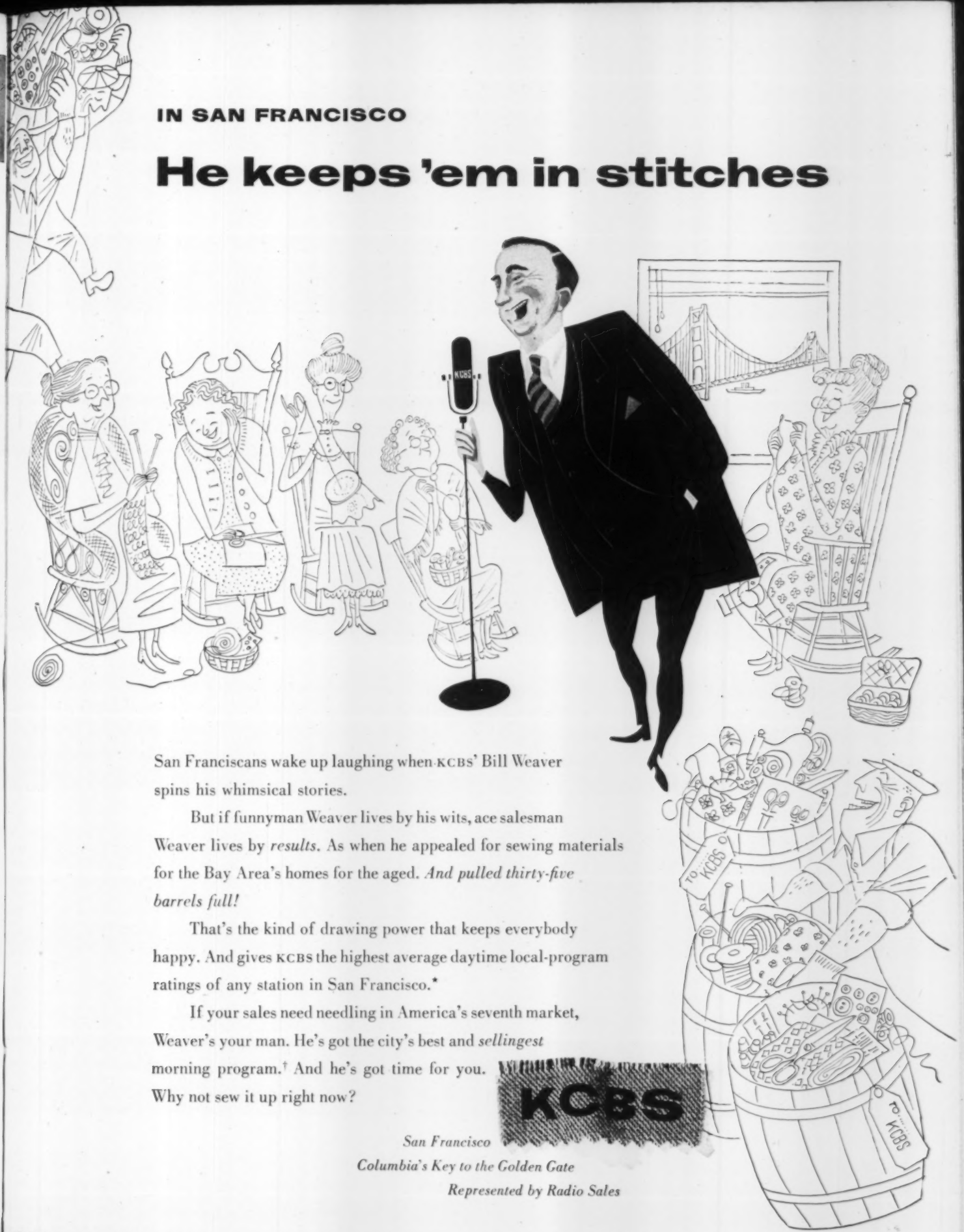
Subscription Price: $7.00 Per Year, 25c Per Copy

IN SAN FRANCISCO

He keeps 'em in stitches



San Franciscans wake up laughing when KCBS' Bill Weaver spins his whimsical stories.

But if funnyman Weaver lives by his wits, ace salesman Weaver lives by *results*. As when he appealed for sewing materials for the Bay Area's homes for the aged. *And pulled thirty-five barrels full!*

That's the kind of drawing power that keeps everybody happy. And gives KCBS the highest average daytime local-program ratings of any station in San Francisco.*

If your sales need needling in America's seventh market, Weaver's your man. He's got the city's best and *sellingest* morning program.† And he's got time for you. Why not sew it up right now?

KCBS

San Francisco
Columbia's Key to the Golden Gate
Represented by Radio Sales

*Pulse, January-February 1950
†"Waitin' for Weaver," Monday through Saturday, 6:15 to 7:00 a.m.

Oklahoma City's
Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

Oklahoma Farmers and Ranchers Tune KOMA

In the agricultural and livestock state of Oklahoma market reports are as much a part of life as cowboy boots and blue jeans.

And in Oklahoma, **ONLY KOMA has TWO** complete, authentic market broadcasts daily. **ONLY KOMA** has Carl Neumann, Oklahoma City's only full-time market reporter.

At 6:15 A. M. Monday through Friday and 1:00 P. M. Monday through Saturday, Carl presents a comprehensive survey of livestock receipts followed by the latest grain market quotations to Oklahoma farmers and shippers.

Write KOMA or see your nearest Avery-Knodel representative for spot adjacencies.

J. J. Bernard
General Manager

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE

Agencies

ELLEN STERN, former promotion and publicity director of KPIX (TV) and KFSO San Francisco, joins Emil Mogul Co., New York, as assistant to president. She will be in charge of radio and television functions of agency.

VIC PIOTROWSKI, with Kroger Co. for past 17 years as grocery merchandiser, joins Dancer-Fitzgerald-Sample, New York, as vice president in charge of merchandising department, effective May 22.

PHIL GORDON AGENCY Inc., Chicago, moves to larger quarters at Finchlay Bldg., 23 E. Jackson Blvd.

Mr. Piotrowski

JACK T. SHARP, formerly sales representative at WJMO Cleveland, joins Ohio Adv. Agency, Cleveland, as account executive.

DONALD C. FOOTE Jr. appointed assistant to **Victor Seydel**, director of radio and television for Anderson, Davis & Platte Inc., New York.

SANDER HEYMAN, formerly of Schenley Industries, joins Al Paul Lefton Co. He will serve in an executive capacity in agency's New York office.

SARA M. KELLY purchases entire interest of **JOHN E. FONTAINE** in **Nelson Chesman Co.**, Chattanooga, Tenn. Business will be continued under same name and policies. **JAMES R. FOX** appointed to direct handling of all accounts and supervisor of all creative and promotion work. He has been with agency a year, and was formerly with McCann-Erickson, New York.

HOWARD W. NEWTON resigns as vice president of Dancer-Fitzgerald-Sample, New York, to devote fulltime to his placement agency for creative and executive advertising personnel.

ROBERT J. HAKKEN, formerly with Benton & Bowles, New York, joins copy staff of Kenyon & Eckhardt, same city.

LEE TODD, formerly with Buchanan & Co., Los Angeles, joins Brisacher, Wheeler & Staff, that city, as radio and media director. She replaces **CHARLES CHAPLIN**, resigned.

GEORGE STEGE, former sales director for Pepsodent Division of Lever Bros., joins Leo Burnett Co., Chicago, as account executive. He worked at Pepsodent six years and was director of advertising and merchandising there.

CHARLES PHELPS HINES, formerly with W. B. Doner Adv., New York, joins Detroit copy staff of Kenyon & Eckhardt, New York.

ARTHUR C. LINGE, formerly with Benton & Bowles, New York, joins Maxon Inc., New York, as director of media estimates and contracts. Thomas E. Haytham, with agency for six years as director of marketing and media, appointed director of markets and media research.

ELLIOTT, DALY & SCHNITZER, San Francisco, dissolve partnership after two year association. Mr. Schnitzer opens new agency under his own name, **Bernard B. Schnitzer Inc.** Other partners, **WALLACE F. ELLIOTT** and **JOHN C. W. DALY**, are joined by **ROBERT SHERMAN**, formerly of Sherman & Shore, in new firm named **Elliott, Daly & Sherman.** Staff of dissolved partnership will be retained by latter firm. Accounts have been divided on mutually agreed basis. Offices for both agencies will be maintained at 256 Sutter St., San Francisco.

WARREN H. WILKES named vice president and director of Tandy Adv. Agency Ltd., Toronto. **ROBERT C. MORGAN** appointed secretary and director of agency.

HOWARD M. ROSHKOW, formerly account executive at Wain & Baruch Inc., public relations firm, joins S. R. Leon Co., New York, to manage publicity and research activities.

MAXON Inc., with offices in Detroit, Chicago and New York, will open new San Francisco branch in near future. **GEORGE A. THUSS**, agency staff member, will direct opening.

WALTER M. HAIMANN, formerly with Jardine Liquor Corp., joins Flint Adv. New York, as an account executive.

W. W. MacGRUDER Inc., Denver, changes name to **MacGruder, Bakewell, Kostka Inc.**

LEY & LIVINGSTON, San Francisco, moves from 11th floor to penthouse atop Newhall Bldg., 260 California St. Telephone remains Yukon 6-4478.

Advertising Stays... Where It Pays!

11,337 Quarter Hours For Procter & Gamble

Broadcasting 8 hours a day, 5 days a week, it would take nearly 17 months to air the 11,337 non-network quarter-hours WNAX has carried for Procter & Gamble since June, 1939. Nearly 2,000 of these were for Ivory alone . . . 3,000 for Oxydol.

Procter & Gamble is just one of the major national selective advertisers who use WNAX year after year to reach a Major Market which can be covered in no other way. Twenty-seven per cent of WNAX non-network accounts have used the station for ten years or more. Blue chip business, this 27% accounts for 39% of total WNAX billings.

Big Aggie Land, served **only** by WNAX, is one united Major Market, embracing 267 counties of Minnesota, the Dakotas, Nebraska and Iowa . . . the world's richest agricultural area.

In 1948 folks in Big Aggie Land enjoyed a **buying income of over $4½ billion**—greater than Los Angeles, Washington, D. C., or St. Louis. They accounted for nearly **$3½ billion in retail sales**—greater than San Francisco, Philadelphia or Detroit.*

Convert your Sales Potential into Sales Results. Ask your Katz man to show you how WNAX can produce good will, increase sales of your product or service.

*Compiled from 1949 Sales Management Survey of Buying Power.

[1949 BMB DATA: 405,210 Daytime families; 327,620 Nighttime. PENETRATION: 80% listen to WNAX three to seven times every week.]

....but keep in touch with us

through your FREE & PETERS Colonel

It's phenomenal. We can't quite explain it ourselves. But, since we've moved* we're literally swamped with requests for "time" on WISH. Successful advertisers and eager Hoosier listeners alike apparently are teamed up to keep us out front. Well—we WISHed for it . . . but frankly not to the extent where we sometimes have to say "no" to our advertisers.

But keep in touch with us.
We hope it won't be long.

*New Studios—1440 N. Meridian St.

Wish ABC Affiliate
INDIANAPOLIS
GEORGE J. HIGGINS, *Manager*
FREE & PETERS, *National Representatives*

New Business

RUBSAM & HORRMANN BREWING Co., New York, begins intensive advertising campaign for R&H Light Beer in New York area. Included are radio and television. Paris & Peart is agency: **Remus Harris,** account executive.

BELMONT RADIO Corp., Chicago, owned by Raytheon Mfg. Co., Boston has released two one-minute and one 20-second TV commercials, promoting Raytheon AM-FM-TV-phono combination and its entire line, to dealers and distributors nationally for co-op sponsorship. This is firm's first use of such TV package. Belmont also released six one-minute transcribed radio spots for similar sponsorship. New agency is Henri, Hurst & McDonald, Chicago, although this business was placed through Beaumont & Hohman, same city.

PURITY BAKERIES Corp., Chicago, for Taystee bread, sponsoring 10 one-minute and 20-second TV spots weekly in Cincinnati, Louisville, Detroit, Houston and Dallas for 13 weeks. More expected to be added later. Young & Rubicam, Chicago, is agency.

MASON, AU & MAGENHEIMER CONFECTIONERY MFG. Co. Long Island, appoints newly organized Turner, Leach & Co., New York, to handle its advertising. Radio is planned.

KAYE-HALBERT Television, Los Angeles, to introduce new television set models, going into national television about mid-June with 13 week placement of quarter-hour transcribed *Gorgeous George's Gossip Column* featuring the wrestler on TV stations in 17 markets throughout country. Cities include Detroit, Chicago, St. Louis, Kansas City, Cleveland, Indianapolis, Dallas, San Francisco, Seattle, Portland, Atlanta, Philadelphia, Memphis, Boston, Phoenix, San Diego and Minneapolis. Price of package is approximately $3,500. Agency: Knight & Russell Inc., Los Angeles.

Network Accounts . . .

GEORGE A. HORMEL Inc. (meat and dairy products) will sponsor *Music With the Hormel Girls,* half-hour musical show featuring orchestra and chorus consisting of former WACS, WAVES, SPARS and girl Marines, beginning next Saturday (May 20) on CBS from 2-2:30 p.m. Initial 13-week contract placed through BBDO, New York. Company sponsors same show on ABC, Sunday, 6:30-7 p.m.

WANDER Co., Chicago (Ovaltine), sponsor of portion of *Howdy Doody* on 27 interconnected NBC-TV stations, adds 14 stations which will carry show via kinescope recordings. Agency for Wander is Grant Adv., also Chicago.

GOSPEL BROADCASTING Assn., Pasadena, Calif., June 18 renews for 52 weeks *Old Fashioned Revival Hour* on 282 ABC stations in United States, Alaska and Hawaii. Effective that date, program shifts to Sunday, 1-2 p.m., PDT, time slot. Agency: R. H. Alber Co., Los Angeles.

Adpeople . . .

J. P. SEIBERLING, president of Seiberling Rubber Co., Akron, Ohio, elected to combined post of president and chairman of the board of directors of company. He succeeds his father, F. A. Seiberling, who resigned as board chairman Feb. 1.

Mr. Seiberling

JAMES D. EVANS, formerly with Young & Rubican Inc., Toronto, appointed advertising manager of Diamond Match Co., New York.

PAUL S. GEROT, president of Pillsbury Mills Inc. grocery products division, named corporate vice president. Also appointed corporate vice presidents were: **CLYDE H. HENDRIX,** president of feed and soy division; **A. B. SPARBOE,** president of flour milling division, and **B. J. GREER,** president of Globe Mills division.

JOHN N. KANE, Eastern division sales manager and vice president of Kellogg Sales Co., Battle Creek, Mich., for past 13 years, named chairman of Eastern division. **O. K. BERRY,** vice president in charge of Southern division, succeeds Mr. Kane as sales manager of Eastern division.

DRAWS LISTENERS. And listeners draw, too! When the popular WGAR-produced Fairytale Theatre asked school children for their sketches of the stories presented, over 800 drawings were received! Miss Mullin, producer of this prize-winning children show, selects some of the prints to be placed on exhibition at the Cleveland Public Library. Listeners respond to WGAR!

PUBLICITY. WGAR's top-notch publicity director, Manny Eisner, keeps Northern Ohio listeners informed about what's going on at WGAR. He creates publicity ideas and keeps in close touch with the trade press and news sources. His constant stream of stories about WGAR programs and personalities is an extra service to WGAR sponsors. And publicity is another one of WGAR's many effective promotional activities.

in Northern Ohio.. **WGAR**

the SPOT for SPOT RADIO

A WGAR SPONSOR. Mr. A. L. Petrie is manager of the new ultra-modern store for Bond Clothes in Cleveland. He is a member of the Cleveland Chamber of Commerce and the Optimist's Club, and has been with Bond Clothes for twenty years. Bond Clothes is a WGAR advertiser.

NOW AVAILABLE . . . the Polka Party in Cleveland . . . the Polka Town! Polka Party features live polka bands well-known in this area. Response to the first WGAR-produced live polka show was terrific! Requests poured in from ten states! If you want results, consider Polka Party. Ask about it.

RADIO . . . America's Greatest Advertising Medium

WGAR . . . 50,000 watts . . . CBS

Represented Nationally by Edward Petry & Company

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Railroad 'Home Run'

EDITOR, BROADCASTING:

In my opinion, you scored another home run with your story about the *Railroad Hour* in the [May 8] BROADCASTING-TELECASTING, and I think you did an even better job with this article than the first one. . . .

Albert R. Beatty
Assistant Vice President
Assn. of American Railroads

* * *

'Insult to Radio'

EDITOR, BROADCASTING:

Announcement of the 1949 Peabody Awards lists as one of the recipients the *New Yorker*, a comic book for adults, and gives as the reason for the presentation that magazine's efforts "to shield" a so-called "captive audience" from loudspeaker programming in the Grand Central station.

It is difficult for me to understand the kind of reasoning that prompted a "radio" award to a magazine whose total effort was aimed at barring fair advertising competition by another medium. . . . The award amounted to a gratuitous insult to radio. I believe that this particular award reduces the 1949 Peabody in this specific category to pygmy stature.

I have been in radio some little while and have never before seen a public address system described as radio broadcasting. And there's been a lot of loose talk about "captive audiences." For the record, let it be said that any medium, be it public address or magazine, which reduces its audience to a "captive" state has accomplished the ultimate for advertisers. What kind of advertising does the *New Yorker* sell? "Escape advertising?"

The day that a Pulitzer Prize is awarded a broadcaster for efforts aimed at the prohibition of advertising in newspapers or magazines will be the day that I will admit the appropriateness of the *New Yorker's* Peabody Award.

Hugh M. P. Higgins
General Manager
WMOA Marietta, Ohio.

[EDITOR'S NOTE: Mr. Higgins' letter was written (May 4) before the publication of our editorial "The Peabody Beautiful" in our issue of May 8.]

* * *

Adams 'Corrects'

[EDITOR'S NOTE: William J. Adams, program manager of WHEC Rochester, N. Y., takes exception to some of the statements made in our "Tower Clock" story published May 1. To give readers the benefit of his views, we are publishing excerpts from his letter to Miss Louise Wilson, of Sibley, Lindsay & Curr, Rochester, N. Y.]

Miss Louise Wilson
Radio Director
Sibley, Lindsay & Curr Co.
Rochester, N. Y.

Your very excellent article . . . about the *Tower Clock* program would have been greatly helped by the insertion of some qualifying statements. . . .

In your article you mention that Hooper figures have been misused and misinterpreted, then you continue by saying that, "The *Tower Clock* Hooper equals the coincidental segment of the National *Breakfast Club* and beats all other local competition by 50%." This statement should have been qualified by adding, "in the summer, or May through September 1949 Hooper Survey. . . ."

The October 1949 through February 1950 Hooper gives the *Breakfast Club* 5.8, WHEC's *To the Ladies* 4.0, station WVET 2.7, the *Tower Clock* 2.2, and with the other stations 1.8 and 1.3. . . .

William J. Adams
Program Manager
WHEC Rochester, New York

* * *

A WBMS Listener's View

EDITOR, BROADCASTING:

Reference to your May 1 issue page 44 concerning WBMS [Boston] dropping classical music. . . .

I disagree with Mr. Lasker that the listeners resented the sponsors, what we objected to were the type of commercials employed . . . offensive commercial copy on a classical music station breaks the mood of the music. . . .

Another thing was the announcers themselves. WBMS had excellent classical music announcers, if they stuck to music, but they tried at times to inject humor into the program. On classical music the less the announcer says the better. . . .

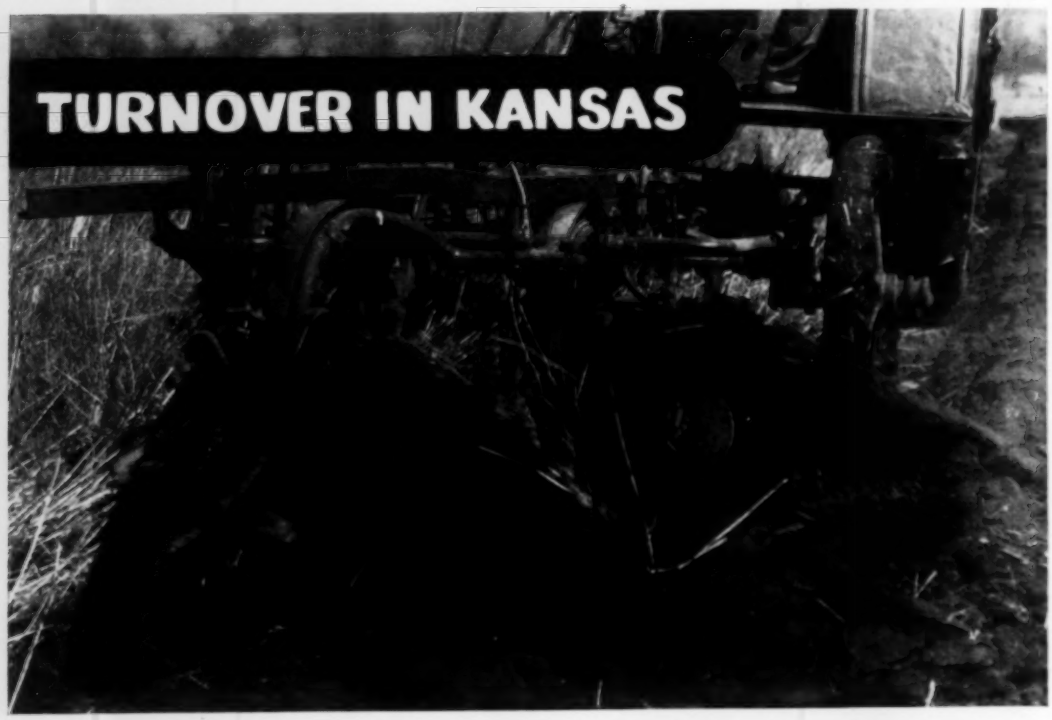
. . . Unfortunately the classical music listener has a good education, isn't suggestable to the so-called high pressure commercials, resenting them generally. . . .

. . . If memory serves me I believe it was Mr. Lasker, when he was at WNEW New York many years ago, who introduced the first "singing commercial" which today is the first curse of radio.

I have no objection to a station's making money and only hope they can make enough, but I suggest that before a station blame its audience for lack of commercial sponsors, perhaps it had better check its own policy and see why the sponsors stay away in droves.

If I were going to operate a

(Continued on page 16)



It's turnover time . . . both for farmers and for *you*.

Bright plowshares are biting deep into fertile Kansas soil . . . turning it over for still another rich harvest.

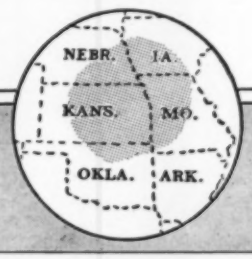
For our advertisers there's a *continuous* turnover of merchandise, because WIBW is the station most-listened-to by farm and small town folks.*

Dealers throughout Kansas and adjoining states know how WIBW gets ACTION. Just tell 'em, "We're using WIBW", and you'll get bigger orders, 100% cooperation in display and merchandising . . . and MORE SALES.

* *Kansas Radio Audience 1949*

W I B W

SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM



C B S

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

This reason-why type ad tries to appeal to a time-buyer's ergo

In 1946 there were 25 broadcasting stations in Iowa. Now there are 66—over 2½ times the number at the time the first BMB study was conducted. Yet the WMT audience has increased an average of 14.9%.

The November-December Hooper covering 86 cities showed Cedar Rapids to be first in the morning (in homes using sets) with an average of 27.9, which was 71% above the national average. The WMT share-of-audience was 74.7. Cedar Rapids was third in the afternoon with 25.8 (38% above the national average) and sixth in the evening with 39.8 (14% above the national average). WMT's evening share-of-audience was 64.6.

WMT's 5,000 watt signal on 600 kc pushes our 2.5 mv line way beyond Cedar Rapids—to encompass 19,100 square miles and enough people to make a city the size of Washington, D. C. Practically every day WMT talks to 192,620 families.

The income of WMTland's people is a bright and shining thing, with a per capita rating that increased last year more than that of any other state. It's a balanced market, almost equally divided between agriculture and industry.

Conclusions

1. Iowans are well-heeled.
2. They listen to the radio.
3. They listen to WMT.
4. WMT is a logical choice for your clients with something to sell in Eastern Iowa.

The Katz man will provide a basketful of additional ergos. Just ask him, please.

5000 WATTS WMT 600 KC
CEDAR RAPIDS

BASIC COLUMBIA NETWORK

WBIG

Est. 1926

"The Prestige Station of the Carolinas"

WBIG dominates "The Magic Circle"* having more of the 20 top Nielsen-rated programs than all other stations combined within a 50 mile radius of Greensboro.

5,000 watts
unlimited
CBS affiliate

gilbert m. hutchison
general manager

Represented by Hollingbery

* the richest and most populous area of North Carolina, the South's wealthiest and most progressive state.

Feature of the Week

A ONE-MAN campaign to eliminate sub-standard living conditions in Norristown, Pa., has partially paid off after one solid year of almost daily effort. The man who conducted the campaign had a real, uphill battle before it turned in his favor.

That's what J. Arthur Lazell, director of news and special events at WNAR Norristown, Pa., said after conducting over a 12-month period a commentary called *Something To Think About*, using an annual "clean-up" campaign as the starter story series.

Mr. Lazell said it was not until this month that a housing and living condition survey in Norristown —a town of 40,000 people on the outskirts of Philadelphia—showed that he did not exaggerate one bit when he described the condition of parts of Norristown.

Covering 376 houses and 472 families, the survey revealed, according to Mr. Lazell, that 108 families still have outside toilets, 153 families were without baths, eight were without electricity, 169 are without modern heating, 11 had no heating facilities whatsoever, 158 had only cold water, 13 had no water and 151 houses were in "poor" repair requiring major repairs.

Mr. Lazell said he encountered "inertia, outspoken opposition, charges of being a rabble-rousing outsider, anti-this and anti-that."

He pointed out that the sole newspaper in town "has turned its back on the housing and living conditions through all these years. Even now it has (to date) refused to publish the survey results."

The real estate committee, he said, gave a clean bill of health to the borough after conducting a highly publicized "outside" examination of borough homes.

A copy of Mr. Lazell's survey, made possible through the joint effort of the area's AFL and CIO unions which supplied four paid workers, has been given to the Norristown borough council and is now in its building and zoning committee's hands for action. Over 150 copies of the survey, and the letter to the borough council, have been sent to mothers' clubs, civic, fraternal and service organizations, council of churches, he said. The unions made the survey after Mr. Lazell's week-to-week reports on the actual conditions he discovered.

On All Accounts

AMONG its long established institutions, Hawaii has its Mauna Loa, Waikiki, Diamond Head, pineapples, luaus and leis. Almost as much an institution as any one of these is the man whose voice is heard each Saturday night on *Hawaii Calls*, shortwaved weekly from Waikiki to MBS.

In radio at least half of his 43 years, Jim Wahl takes second place to none in island broadcasting. As announcer and associate producer of *Hawaii Calls*, Jim is given much of the credit for the program's recent Hooperating of fifth place among sustainers on all networks.

His duties, however, are far from being confined to the show. In fact, his main job these days is radio director for the Honolulu advertising firm of Holst & Cummings Ltd., which is associated with BBDO and National Export Advertising Service Inc., of New York.

JIM

In this capacity, Jim handles over a score of accounts which represent leading island firms. These include: Alexander & Baldwin Ltd., Bank of Hawaii, Canada Dry Bottling Co. Ltd., Castle & Cooke Ltd., Theo. H. Davies Co. Ltd., Hawaii Employers Council, Hawaii Statehood Commission, Hawaii Visitors Bureau, Hawaiian Airlines Ltd., Hawaiian Dredging Co. Ltd., The Hawaiian Electric Co. Ltd., Hawaiian Property Management Co. Ltd., Hawaiian Sugar Planters' Assn., Hawaiian Tuna Packers Ltd., Honolulu Motors Ltd., Inter-Island Steam Navigation Co. Ltd.

Also, Kodak Hawaii Ltd., Lewers & Cooke Ltd., Matson Navigation Co., Standard Oil Co. of California, and The Von Hamm-Young Co. Ltd.

When Jim Wahl arrived in Hawaii in 1932, hoping to get on the air, he soon found himself underground breathing a mixture of air and gas instead. As Jim tells it himself, there were only two stations in Honolulu then and neither was exactly waiting to hand Jim a vice-presidency. While looking around for some kind of work, and feeling hunger contractions in his opu (stomach), he stood under a tree until a coconut fell. Fortunately, he stated, coconuts are plentiful in Hawaii.

Before the coconut diet went too far, the local gas company gave him a sorely-needed if none-too-fragrant job. For the next six months he dug gas main ditches in

(Continued on page 16)

Ready About JUNE 1ST!

50,000 WATTS

OF DEEP PENETRATION!

Front view of transmitter showing main control desk, phasing and branching cabinet.

50,000 watt power amplifier showing two tubes in operation; two spare tubes.

Blowers to cool high-power transmitter tubes, capacity 10,000 cu. ft. per minute. Each motor 7.5 h. p.

★ NEW Spot on the Dial **1060** K.C.

★ NEWEST, Most Modern All RCA Equipment!

★ Individual Programming tailored to the area—*plus* leading Mutual Shows!

★ Building listener loyalty 25 years!

★ Building More Listeners Now With Our Greatest Promotion In History!

WNOE

The James A. Noe Station

NEW ORLEANS. LA

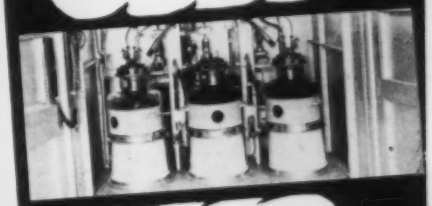
James A. Noe, Owner

James E. Gordon, Gen. Mgr.

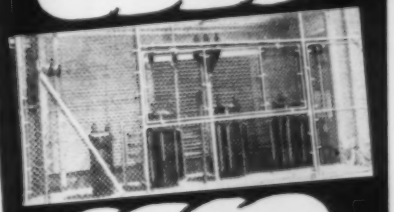
MUTUAL BROADCASTING SYSTEM

Nat'l. Reps. RA — TEL 420 Lexington Ave. New York City

Additional high power tubes to modulate the 50,000 watt tubes with program.



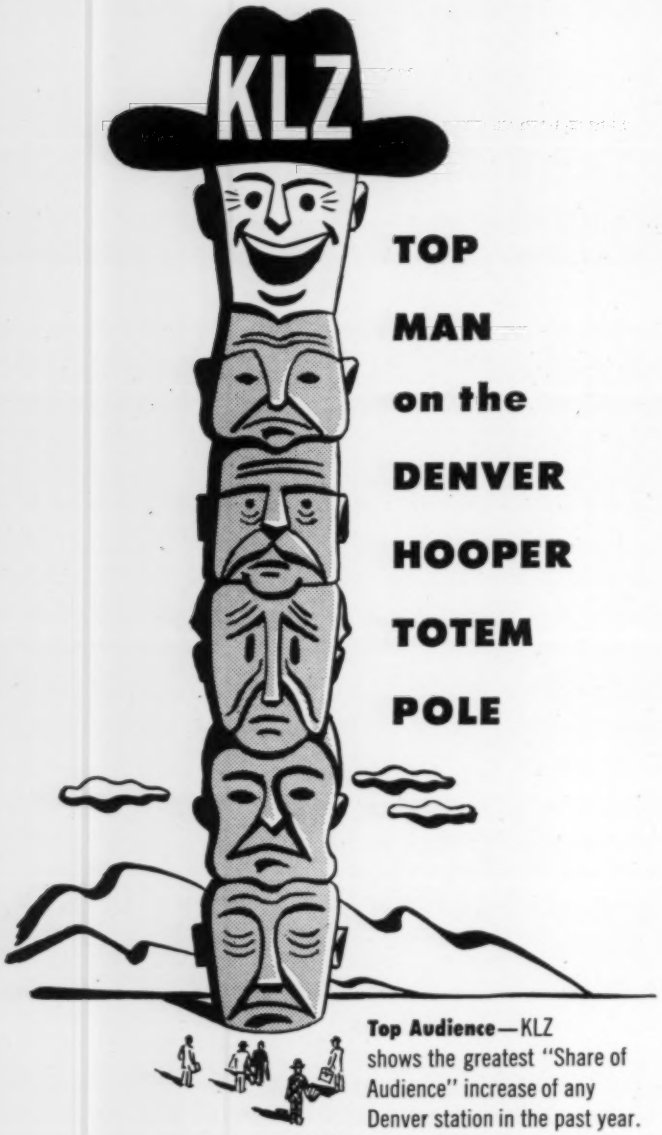
13,000 volt power substation to convert power to station use. Capacity 225,000 watts.



Air-conditioning unit to cool the 12-room transmitter building.

50,000 WATTS DAYTIME — 5,000 WATTS NIGHTTIME

Get in Your Orders Now!



Top Audience—KLZ shows the greatest "Share of Audience" increase of any Denver station in the past year.
(Feb.-March Hooper Indexes, 1949 and 1950).

Increased Coverage—KLZ's daytime and nighttime BMB has grown over 10 percent.

KLZ
DENVER
5,000 W CBS 560 KC

Represented by THE KATZ AGENCY

Open Mike

(Continued from page 12)

classical musical station, and I believe one could be successful in Boston, I would have the following musts:

1. The best musical announcers I could secure, paying them top money.
2. Permit minimum amount of talk on the station.
3. Have salesmen who enjoy classical music and could talk it, to contact the sponsors.
4. Provide dignified commercial copy and stick to it.
5. Arrange programs and spot announcements so that no spot announcements would be permitted between movements or changes of records to interrupt the listener during a long work.
6. Maintain a program guide.
7. Limit the length of commercials.

Nuff said.

George W. Brooks,
Greenbush, Mass.

* * *

Not West Enough

EDITOR, BROADCASTING:

In your New Business column in BROADCASTING, May 1, we noticed that you have moved WBAP-TV to Dallas. Them's fighting words, pardner, and we're a 'strapping on our six guns. Our location is still 3900 Barnett St., Fort Worth, Tex. Thanks.

Jack Rogers
Director—Promotion, Publicity, Merchandising
WBAP-AM-FM-TV Fort Worth

* * *

KSYC in Yreka

EDITOR, BROADCASTING:

. . . In the May 1 issue of BROADCASTING . . . you announce . . . citations . . . awarded by the National Board of Fire Underwriters to several radio stations including KSYC.

. . . You have placed KSYC in Eureka, Calif. Now Eureka is on the coast and has two very good radio stations operated by my good friends Bill Smullin and Carroll Hauser. Yreka, which is our location is a hundred or so miles inland from Eureka. . . .

Jack R. Wagner
Manager
KSYC Yreka, Calif.

THESE Boston music students picket WBMS Boston after announcement the outlet intended to abandon its three-year-old policy of classical music [BROADCASTING, May 1]. The station reported it was compelled to drop classical music because listeners would not patronize the advertisers and "sponsors therefore would not support the station." The students said they intended to stay in the picket lines until WBMS did something about classical programs.

On All Accounts

(Continued from page 14)

the crusty lava soil.

A look at Jim's life before he landed in the islands, shows that he was born James MacDonald Wahl in the Northern California redwood lumbering town of Scotia. He attended school at nearby Eureka. After being graduated from high school there, he went to Phoenix, Ariz., to begin a three-year business career—as a grocery delivery boy.

After that he resumed his schooling at Phoenix Junior College. In his second year, on the day he was elected president of the student body, he got a job announcing and programming at KOY. That was the start of his real career—radio.

At KOY, now a Mutual station but then independent, he learned how to program nearly everything broadcastable, including hillbilly bands, drama, local symphony and choral groups, and others.

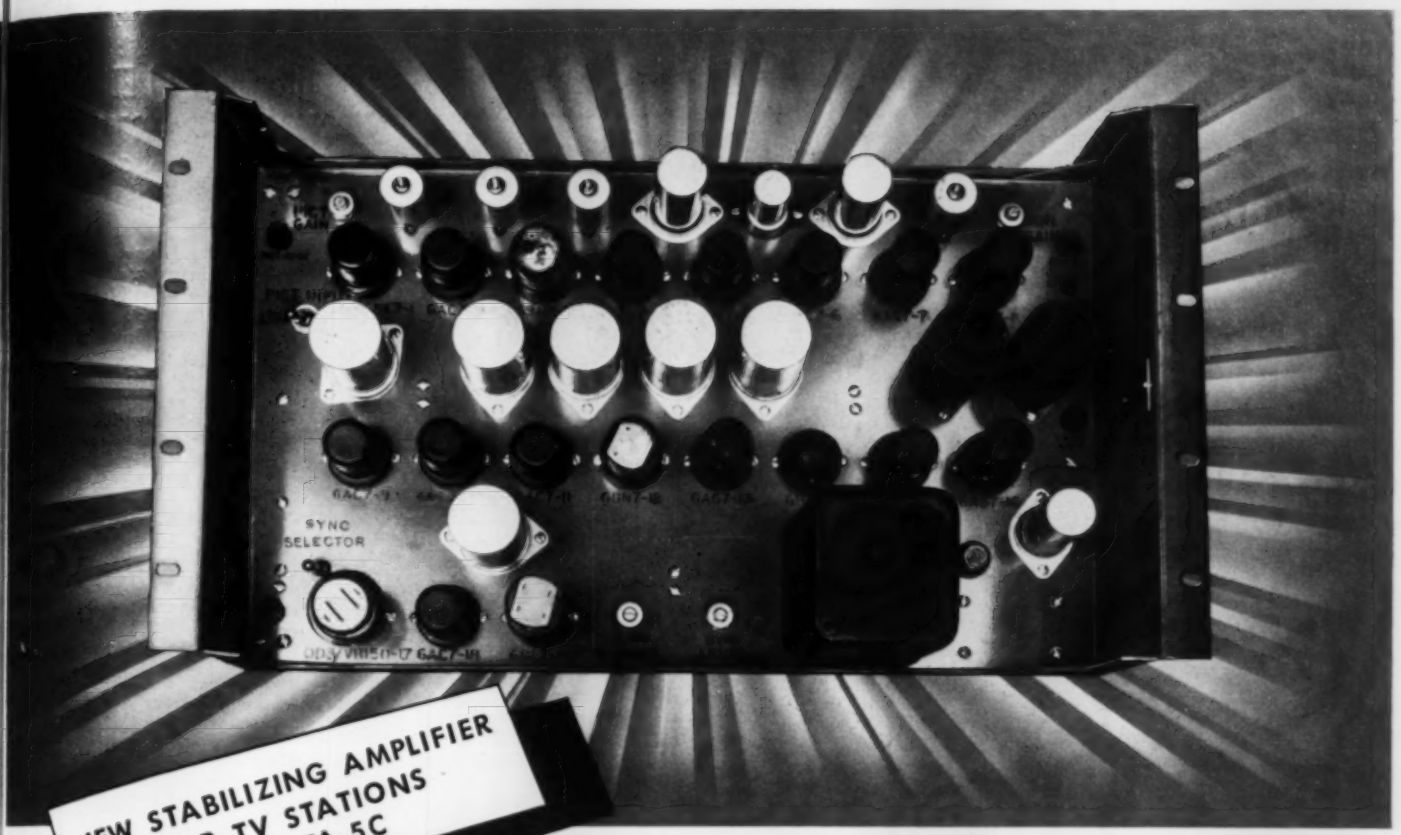
The urge to go to Hawaii came when he happened to hear the first program ever shortwaved from ship to shore, from the Matson Liner *Malolo* on its way to Honolulu—before long so was Jim.

During his ditch-digging interlude, Jim's ambition to get into island radio persisted. He kept in close touch with both stations, and finally, KGU, the NBC outlet, came through with the fondly desired job.

Jim remained at KGU for 13 years. During eight of these he was head newscaster. When Pearl Harbor was attacked he reported the news to the NBC network. He was then appointed NBC correspondent attached to CINCPAC, Admiral Nimitz's headquarters. From then on, he broadcast regularly to the mainland until six months after VJ Day.

In addition to his duties with Holst & Cummings and *Hawaii Calls*, Jim also is producer and originator of the teen-age *Voice of Junior Hawaii* broadcasts sponsored by the Hawaiian Electric Co. This series has won national recognition as a community relations program "by giving the young people of Hawaii's cosmopolitan population identification with their community, through helping to promote racial and interschool harmony and through emphasizing the principles of democracy."

Jim is a bachelor, is a director of the Honolulu Symphony Society and a member of the Honolulu Press Club. He is an ardent advocate of statehood for Hawaii.



NEW STABILIZING AMPLIFIER FOR TV STATIONS TYPE TA-5C

. . . best in the business!

HERE'S WHY. Type TA-5C removes 60-cycle hum and other low-frequency disturbances from the video signal —and suppresses switching transients. It reduces high-frequency noise components *substantially*—and cleans up the blanking pulses. It will restore the sync—or reduce it as required. It will maintain constant sync level—or amplify this level to any value up to 50 per cent. It makes it easy to extract a pure video signal from the composite signal—and provides video gains as high as 25 db.

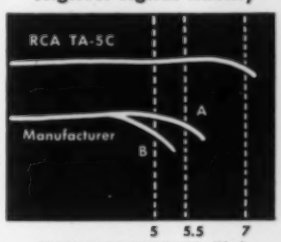
With this stabilizing amplifier you can switch between remote (composite) signal and local video signals. You can adjust video gain control without disturbing the sync. You can control gain, sync level, and sync clipping *remotely*—by means of external controls provided for the purpose. And with the TA-5C, *separate* output monitoring is independent of line characteristics.

For highest fidelity of video signal, cleanest output, and highest sync gain, nothing beats the TA-5C. Call your RCA Broadcast Sales Engineer for details. Or write Dept. 19-EC. RCA Engineering Products, Camden, N. J.

Check the performance of the TA-5C . . . and compare!

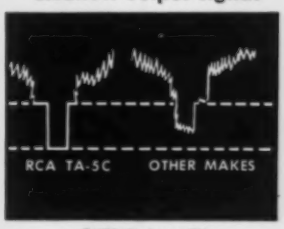
Characteristic	RCA, TA-5C	STAB AMP "A"	STAB AMP "B"
Fidelity Response	Uniform to 7 Mc	Uniform to 5 Mc	Uniform to 5.5 Mc
Signal Gain	25 db; works down to 0.15v input	20 db; works down to 0.2v input	20 db; works down to 0.2v input
Sync Gain	Up to 50%	Up to 40%	Up to 40%
Voltage Output	3v across 37.5 ohms	2.5v across 37.5 ohms	3v across 75 ohms
Separate Sync Output	Yes	No	No
Complete Sync Stripping	Yes	No	No
Clean Output Signal	Yes	No	No
No. of Tubes	19	24	27
No. of Controls	4	7	4

Highest signal fidelity



FREQUENCY RESPONSE (Mc.)

Cleanest output signal



OUTPUT QUALITY AND SYNC GAIN

RCA

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

NO ORCHIDS FOR WAVE IN BUD (Ky.)!

At WAVE we don't get orchids for broadcasting to Bud (Ky.). We can't even be *heard* down there, so naturally we soft-petal Bud!

Make no mistake about it, though, we *are* heard throughout the Louisville Trading Area. We pull record results from 27 *really important* counties. Annual sales in this territory amount to nearly one billion dollars—almost as much as the rest of our State combined!

Since you'll hardly sell a bloomin' thing in Bud, anyway, why not pick Louisville and WAVE? We *know* we can help you to make your business grow.

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

A Veteran Broadcaster's Counsel to a Student

ON THE RIGHT TO EDITORIALIZE

Mr. Rex Howell
KFXJ Grand Junction, Colo.

Dear Mr. Howell:

Here at the U. of Oregon, the . . . Department of Journalism has a course in special radio seminar for advanced radio journalism students. . . . We are each given a choice of subjects to choose from for a term project. My choice is editorials in the radio business.

As I understand it, you are perhaps one of the outstanding radio editorialists in the West. . . . Consequently, my letter to you. If you could send me a summary of your ideas on the subject of editorials on the air, how you kept on operating despite the fact that the Mayflower decision of 1941 actually forbade such operation . . . I would appreciate it immensely.

Also, if you could describe to me your program setup, some of the subjects and how you treated them . . . it would be most helpful.

Malcolm Epley Jr.
Eugene, Ore.

Dear Mr. Epley:

In reply to you letter . . . regarding our editorial policies, we have no quarrel with the present understanding of the subject particularly as enunciated in the minority report expressed by Commissioner Jones of the FCC, after the final "Mayflower Decision." Neither do we quarrel with the position of the Commission majority with respect to the responsibilities inherent in the assumption of an editorial position — namely the "affirmative obligation to also seek out and air contrasting views."

Within reasonable limits this of course is a good general policy. In fact this is the position we have always taken during the 20-odd years that our station has broadcast editorial opinion. We simply label all such programs as representing our opinion on the subject, and invite other comments.

. . . We subscribe to the theory that radio should not *exclude* significant viewpoints concerning *controversial* subjects.

In the final analysis, however, it is the licensee's responsibility to determine the appropriate manner in which to deal with the matter fairly. If stations were required to let everyone broadcast who might have an opinion there obviously would soon be a point of saturation reached in which the balance of good programming would be destroyed.

You ask how "we got away" with programming editorials while the old Mayflower Edict was in force. You must remember the Mayflower Decision never had the weight of law. It was merely an example of a rule promulgated by *obiter dictum*. In my opinion no station incurred any risk in defying it. With the possible exception of J. Lawrence Fly, to whom goes the dubious distinction of having sired the original Mayflower Decision, I question whether any member of the FCC has ever deemed it enforceable.

Certainly the present members of the FCC inherited it from their predecessors, and few if any were inclined to accept it as representing the letter of the law. In fact I think the FCC of 1940 really started out to set forth something of the same philosophy as the present decision, but got so badly muddled in terminology etc. that the whole thing got twisted around.

The present majority opinion doesn't do much better. Commissioner Jones' separate opinion however very clearly and adequately covers the subject. If you have not read the latter I certainly commend it to you.

As to your request for information concerning topics covered in our editorials the following are current examples:

WATER DIVERSION (Should sections east of the Continental Divide be permitted to tap our water resources by means of diversion tunnels?) We took the position the diversion should be permitted only if compensatory reservoirs were built. *This was done.*

CITY ZOO (Should it be abandoned and playground equipment installed in its stead?) We took affirmative position pointing out that conditions at zoo were such as to cause unnecessary suffering of animals, and that the annual cost, if diverted, would provide excellent playground equipment. This was a half victory. The zoo is being retained but with improved facilities to preclude cruelty to animals. Also Lion's Club has endorsed playground idea and is purchasing the equipment.

Other similar projects such as the Youth Center, Community Humane Society, Polio Committee, and various other activities owe much to the editorial efforts of KFXJ in their behalf. Most of our editorial subjects are purely local. . . .

We consider our editorial efforts as simply another phase of our public service programming.

Some broadcasters may prefer to duck their local responsibilities and never express any opinions . . . yet they permit news commentators and others to use their facilities for that purpose. Here we regard it as our duty to remain alert to community problems, and we hold no brief for the psuedo liberals who would preclude broadcasters from editorializing on the general theory that broadcasters are not qualified to express opinion, because broadcasters are businessmen and businessmen are all fascists!

Thanking you for your interest, and wishing you success. . . .

Rex Howell, President
Western Slope Bcstg. Co.

"BEEN SHOPPIN' FOR SUPPER, ELMIREY?"

SOUP or soap . . . tarts or toothpaste, North Dakota's rich Red River Valley yokels buy with the nation's most lavish hand! With no strain on their budget either, because their average Effective Buying Income per family is $1729 above the national average!

For 27 years, WDAY, Fargo, has been the favorite listening habit of our wealthy citizens, both urban and rural.

Here are the Jan.-Feb. '50 Hooper comparisons:

	Weekday Share of Audience		
	Morning	Afternoon	Evening
WDAY	**65.7%**	**70.3%**	**66.2%**
Station "B"	20.3%	9.7%	12.9%
Station "C"	7.5%	13.8%	9.9%
Station "D"	4.9%	2.6%	8.5%

If you'd like to hear more, write us—or ask any Free & Peters "Colonel"!

WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives

Advertisement

From where I sit
by Joe Marsh

Mud Lake Gets "Cleared up"

County officers got a notice from the government not long ago, asking them to change the name of Mud Lake. Seems it's a pond, not a lake, by government standards.

Because it lies entirely inside our town limits, we asked to do the name-changing ourselves. Figured we'd think up a brand-new name. Mud Lake's really not very muddy—sort of pretty, as a matter of fact.

County people said go ahead, so we held a Town Meeting. Everyone suggested something. Windy Taylor thought of "Taylor Pond" because his place borders it—for about 30 feet! But we finally decided to call it "Turtle Pond" in honor of the real owners.

From where I sit, naming that pond wasn't the most important thing in the world—but the *way* we did it *was*. Everyone offered his opinion and then the majority vote decided it. That's the way it should be—whether it concerns naming a pond, or having the right to enjoy a friendly glass of beer or ale—if and when we choose.

Joe Marsh

Copyright, 1950, United States Brewers Foundation

. . . In The Public Service

Offers $1,000 Prize

A GIGANTIC parade of entertainers and a contest with a $1,000 cash award served as the Cancer Crusade kickoff for WKBW Buffalo last month as the countrywide campaign got underway. WKBW went on the air at 11:10 p.m. Tuesday, April 4, in a parade of stars and a dramatic presentation outlining the cancer drive. In addition, a contest to identify the "Whistler" was introduced. Listeners entered the contest by stating in 23 words or less why they gave to the Cancer Crusade. First person to identify the "Whistler" received $1,000 cash awarded by J. N. Adam's Department Store.

* * *

WAAM (TV) Auction

IN Baltimore, the inflated U. S. currency didn't stand in the way of charity as WAAM (TV) Baltimore began its 1950 Cancer Crusade with a novel fund-raising idea. M. C. Tommy Dukehart offered to spend $100 on bargains phoned in to him by his viewers. He promised to spend the entire $100 as wisely as possible, culling the best bargains from all offers phoned in. He sold at auction all the bargains with all proceeds from the auction to be re-spent on further bargains, re-auctioned for a bigger gain, and so on until April 29. The final total was given to the Maryland Division of the American Cancer Society.

* * *

WSTC Kick-Off Show

WSTC-AM-FM Stamford, Conn., opened its Cancer Crusade with the *Connecticut Cancer Campaign Kick-Off* broadcast April 1. Speakers included Geraldine Fitzgerald of the screen, Stamford Mayor George Barrett, State Campaign Chairman Charles H. Walters and State CIO Vice-President Daniel J. Gallagher. The program originated in Hartford and was carried by the Connecticut State Network.

* * *

WMAL-TV "Strikes Back"

IN COOPERATION with the D. C. Division of the American Cancer Society, WMAL-TV Washington presented a special program on April 14. Produced during the fund raising campaign of the society, some of the latest phases of study in the attempt to "strike back" at cancer were demonstrated. Featured on the program were Dr. and Mrs. Ivor Cornman, who are doing research at George Washington U. The program warned of the seven cancer danger signals and how to recognize them in the early stages.

* * *

Gen. Donavan Featured

AIRING of an address by Gen. Will Donavan over WWSW Pittsburgh helped launch the Allegheny County American Cancer Society's drive for funds April 11. The half-hour program was broadcast direct from the William Penn Hotel and was fed to a Pennsylvania statewide network.

* * *

Trains Volunteers

KJR Seattle reported it used radio in an unusual way for the Cancer Crusade March 31 when it provided its studios and air time for a 15-minute program. The program was in the nature of an organizational meeting for the hundreds of fund-raising volunteers in the Seattle chapter. All volunteers in the area were told to tune in. Campaign leaders, in a round-table discussion moderated by Announcer Bob Ferris, discussed three principal points: How fund-raising calls were to be made; how pledges were to be picked up, and how the printed literature was to be used, for education as well as fund raising.

* * *

ABC Tells Gunther's Story

SPECIAL American Cancer Society broadcast April 17 on ABC, presented a dramatic adaptation of John Gunther's book, *Death Be Not Proud*, a tragic account of the death of his teen-age son, John Gunther Jr., who died as the result of a brain tumor. A special score for the broadcast, originating in New York, was composed and conducted by Lan Adomian. The adaptation, which made use of the narration technique, was prepared by Peter Martin, member of ABC's script division. Walter King, of the American Cancer Society, produced and directed the program.

* * *

WDTV Aids Berle

DIRECTED by General Manager Donald A. Stewart, WDTV (TV) Pittsburgh and its staff lent full support and cooperation to the Milton Berle "Telethon" for the cancer drive April 29. The outlet's engineers, members of the International Alliance of Theatrical Stage Employees, and the production crew offered their services without compensation for the full run of the show. The Pittsburgh Junior Chamber of Commerce handled the local telephone exchange set up to receive pledges from the tri-state district.

* * *

Memorial Tribute

IN memory of two people in the nation's capital who died of cancer, AFRA talent, NBC writers and staffers of WTOP Washington combined to present a salute May 2. The half-hour show, 10:30-11 p.m., was a factual drama on causes and cures of cancer. Titled *In Memoriam*, the program hon-

(Continued on page 78)

RADIO!

AMERICA'S GREATEST ADVERTISING MEDIUM

Dedicated to Public Service and the Preservation of American Freedom

WJR

THE GOODWILL STATION, INC.—Fisher Bldg., Detroit

CBS
50,000 WATTS

G. A. RICHARDS
Chairman of the Board

HARRY WISMER
Vice President and General Mgr.

IT'S EASY, WHEN YOU KNOW HOW!

HIGH hurdles or Hoopers—whatever the "race," the winner has usually had years of experience in his particular field. Know-How, we call it.

Twenty-four years of broadcasting in this one area has given us at KWKH an unbeatable advantage in *radio Know-How*. Latest Hoopers prove it:

Jan.-Feb. '50 Share of Audience				
	KWKH	"B"	"C"	"D"
Weekday Mornings	44.8%	17.8%	22.3%	13.8%
Weekday Afternoons	35.1%	30.1%	16.7%	15.7%
Weekday Evenings	47.4%	26.9%	14.3%	9.8%
Sunday Afternoons	32.4%	22.5%	19.4%	23.9%
Total Rated Periods	42.5%	26.0%	16.8%	13.0%

Furthermore, BMB Study No. 2 shows that KWKH's Weekly Daytime Audience has increased by 51,130 families since 1946—now totals 303,230 families in Louisiana, Arkansas and Texas.

Write to us or ask The Branham Company for all the proof of KWKH's superiority in this prosperous market.

KWKH

SHREVEPORT

Texas
LOUISIANA
Arkansas

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 38, No. 20 WASHINGTON, D. C., May 15, 1950 $7.00 A YEAR—25c A COPY

INCREASED BILLINGS SEEN

'Trends' Study Shows

FURTHER EXPANSION of radio billings, especially on the national spot and local level, is the enthusiastic prediction of the nation's radio executives.

Answering BROADCASTING's 23rd TRENDS survey station managers and owners predicted:

1. Radio's greatest future gains will be in local business.
2. Station's are doing a constantly improving job of merchandising their sponsor's products.
3. Per Inquiry advertising will increase and may possibly adversely affect radio billings.
4. National advertising, particularly spot, will increase in the neighborhood of 10%.
5. Local advertising will increase more than 10%.
6. Automobile dealers will lead other classifications in increasing use of radio.

The TRENDS study of executive opinion in radio and allied fields was directed to a representative sample of station executives across the country and was answered by nearly 70% of the panel.

The questions asked (in bold type), the percentage of executives checking each division and a short discussion of the answers follows.

Question I

Where do you think the largest future gains in radio dollar volume will be made?

Network Programs (0.0%)
Selective Market Programs (28.3%)
Selective Market Spot Announcements (28.3%)
Local Spot Announcements (43.4%)

Local Spot Gain Seen

Gains in local spot sales are, in the opinion of station managers, the largest single source from which an increase in billings may be expected. Selective market buying also is expected to bring more money to stations. Managers are divided equally, however, on whether this will be through the use of spots or programs. Station managers doubted that income from network sources would increase.

The percentage figures are based on 60.6% of the replies where only one classification was marked or a first and second choice was indicated. In the latter case first choice only was used for this tabulation. Several station managers indicated future gains in dollar volume from network programs as a second or third choice.

BALLOT

A Continuing Study of Executive Opinion

The remaining 39.4% of respondents indicated they expected increased dollar volume from several sources but showed no preference. Of these, 37.7% marked local and selective market spot; 26.1% combined selective market spots and programs; 15.9% added programs to local spots; 11.6% see gains in a combination of selective market programs and local spots, while the remaining 8.7% combined the three classifications other than network programs.

Question II

Do you believe the trend in radio stations' merchandising of sponsors advertising is toward

More? (56.8%)
About the same? (36.9%)
Less? (6.3%)

While advertisers are placing their radio business to create increased buyer demand, stations appear to be coming to the realization that delivering the sponsor's message is not their only field of activity. As more sponsors are requesting merchandising support for their products managers at 56.8% of the stations polled said they feel the trend is to increase this support. In 36.9% of the cases, respondents indicated this merchandising activity was continuing at about the same level while 6.3% of the station managers saw the trend decreasing.

At the end of 1949 a TRENDS survey of advertising agency executives found 62.8% of those queried felt individual stations gave inadequate support to sponsors' products. [BROADCASTING, Nov. 21, 1949]

Question III

Do you believe per inquiry (P. I.) advertising will

Increase? (49.4%)
Remain the same? (15.5%)
Decrease? (35.1%)

Changes in the amount of PI business are seen by a majority of station managers. In the opinion of 49.4% of the respondents there will be an increase while 35.1% see a decrease.

The trend of radio business in general and local business in particular was indicated by many managers to be a contributing factor. If billings are good, they say, the trend will be away from PI. If business drops off to a marked extent, PI may have a chance to increase.

A number of managers who indicated PI advertising may increase generally noted that they do not accept this type of business.

Question IV

How do you think per inquiry advertising will affect radio billings?

Increase (8.3%)
No effect (45.2%)
Decrease (46.5%)

Although 49.4% of station managers indicated a possible increase in PI business, an almost equal number (46.5%) showed a feeling that acceptance of PI's would tend to decrease radio billings in time. There were very few managers (8.3%) who could see an increase in total billings from this type of advertising.

If PI business does increase, 45.2% of the respondents indicated they feel it will have no general effect on radio billings.

Question V

Do you believe the number of advertisers using radio on a national

(Continued on page 48)

L&M SPOTS

Alternate Week Plan Announced

CUNNINGHAM & WALSH, New York, last week changed its spot campaign for its client, Chesterfield cigarettes, from the weekly schedule common in radio timebuying to a new schedule of alternate weeks.

The revision, a unique way to effect a budget cut, was understood to have been accepted by 80% of the 135 stations involved. Those who rejected the Chesterfield proposal did so on the grounds that it constituted a serious disruption of radio time scheduling practices.

T. F. Flanagan, managing director of the National Assn. of Radio Station Representatives, said that many stations had pointed out that acceptance of the Cunningham & Walsh revised schedule would complicate their schedules so severly that revenue from the Chesterfield spots would not be worth the trouble.

They pointed out that accepting one campaign, on an alternate-week basis, would mean trying to sell other advertisers alternate week schedules to fit in between the Chesterfield spots. Such procedure, the protesting stations said, would lead to drastic revision of the whole schedule system.

In its letter to stations and to station representatives, Cunningham & Walsh wrote:

". . . The Chesterfield announcement schedules on all stations will be changed from the curent weekly basis to an every other week basis effective the week of May 22, 1950 (that is, the week of May 22—no advertising; the week of May 29—full schedule, etc.).

"We will forward revised orders covering the change in scheduling to apply against our current contract. This letter is your notice to cancel all stations that refuse the schedule on the revised basis after May 21, 1950."

Meanwhile, another advertiser, Procter & Gamble, through Dancer-Fitzgerald-Sample, was experiencing more difficulty than that encountred by Liggett & Myers (Chesterfield) in its proposal for deviation in rate standards.

P&G three weeks ago [BROADCASTING, May 1] had proposed to place a television program, *Beulah*, on ABC-TV stations with the condition that stations freeze rates at current levels for two years. P&G offered an option for renewal the third year at rate increases of no more than 33⅓%.

Mr. Flanagan, whose association members have vigorously protested the principle of freezing TV rates, reported that 23 ABC-TV affiliates had turned down the P&G program.

In those markets where ABC-

(Continued on page 50)

T. S. LEE HOLDINGS

THOMAS S. LEE Enterprises Inc., Los Angeles, including Don Lee Broadcasting System, KTSL (TV) and other accumulated properties, will be offered for sale effective today (May 15) at the direction of Public Administrator Ben Brown of Los Angeles and at the request of R. D. Merrill of Seattle, 83-year-old sole heir of the late Mr. Lee.

Competitive bids will be received but the offers will not be opened until a date to be determined—possibly 10 days or two weeks hence.

Ray Wright of Seattle, attorney for Mr. Merrill, last week entered separate negotiations having to do with disposition of the Cadillac dealerships held by Thomas S. Lee Enterprises. Conferences were held in Detroit last week looking toward sale of these California agencies to General Motors Inc. The figure mentioned was in the neighborhood of $2,500,000, with the likelihood that certain of these dealerships would be turned back to present executives of Don Lee Motor Corp.

Because of the nature of the California law, there can be no formal bidding until the Public Administrator so declares. A number of interests, however, it is reported, have conferred informally with the Public Administrator and Mr. Merrill's associates.

No Formal List

While no formal list has yet been released, it was variously reported that among organizations interested are CBS, primarily for KSTL (TV) and possibly certain real estate; Music Corp. of America, said to be acting as agent for other interests; Ed Pauley, oil magnate, Col. A. L. Lintner, capitalist and businessman who maintains his headquarters in Anchorage, Alaska, and two brokerage houses acting on behalf of clients, Dean Witter & Co. and Blyth & Co.

Both Lewis Allen Weiss, chairman of the board, and Willet Brown, president of Don Lee, are understood to figure prominently in a number of the offers on a management basis. Mr. Brown has also directed certain of the Cadillac operations and it was expected that he would retain the Hollywood distributorship.

Reports were current that bids under $8,700,000 for the entire Don Lee structure would not be entertained. Involved are 5,750 shares of stock in Thomas S. Lee Enterprises Inc., issued in a single certificate and held by Public Administrator Brown. Separable sale of the various properties, however, is regarded as not only permissible, but likely.

Don Lee Broadcasting System, embracing the four AM stations (KHJ Los Angeles, KFRC San Francisco, KDB Santa Barbara, KGB San Diego), the TV station and one FM outlet (KHJ-FM), as well as 19% interest in Mutual, is not a separate entity but does business under that style as a unit of Thomas S. Lee Enterprises Inc. The radio properties, which in addition to those enumerated include Pacific Northwest Broadcasting System Inc., have a book value of $3,700,000. The overall properties are understood to have a book value of $8,700,000.

Thomas S. Lee Enterprises Inc. is said to have several million in cash assets. The inheritance tax liability is believed to be in excess of $4 million.

CITES OLYMPIA

Honored for Safety Spots

YEAR-LONG public service spot campaign has won national recognition for the Olympia Brewing Co., Olympia, Wash. National Safety Council has awarded a public interest award for "exceptional service to safety" during 1949, to Olympia for its traffic safety spot drive sponsored on 28 Washington stations from April 4, 1949 through April 1, 1950 [BROADCASTING, March 28, 1949]. Washington's Governor Arthur B. Langlie will personally present the award to Peter Schmidt, brewery president, in ceremonies in the governor's office.

The spot campaign, devoted entirely to traffic safety messages, involved a total budget of $80,000 and was placed through the Seattle office of Botsford, Constantine & Gardner. Over 11,232 spots were used during the campaign. The 20-second transcribed announcements were prepared in cooperation with the Accident Prevention Division of the Washington State Patrol.

National Safety Council also presented public interest awards to NBC, Mutual-Don Lee and 78 radio and six video stations [BROADCASTING, May 8].

Go On Sale Today

Mr. Lee's will, filed shortly after his death last Jan. 13, left the entire estate to Mr. Merrill, his uncle by marriage and a retired Seattle businessman. The will provided that Mr. Merrill was left the estate "to be divided as he sees fit." The will is being contested by Mrs. Nora S. Pattee of San Marino, Cal., a maternal aunt. Mr. Merrill thereafter announced his intention of selling the properties via competitive bids.

CBS, it is understood, previously had made a tentative offer for the television station and Don Lee's new headquarters at 1313 North Vine St., Hollywood. The offer, understood to have been approximately $1 million for KSTL (TV) and $2 million for the building, was said to have been rejected.

MCA May Bid

MCA's main interests are in the entertainment field. Consequently, it is generally believed that the firm, in proposing to bid, will function as an agent for another group. Mr. Pauley, well known in Administration circles, has long been interested in both radio and TV. Some time ago he made overtures for a San Francisco TV station and also unsuccessfully tried to acquire KLAC-TV Los Angeles. He also has been an applicant for original television facilities.

The two brokerage companies—Dean Witter and Blyth—are said to be acting for undisclosed New York syndicates.

Mr. Lintner, who holds diversified interests, including war surplus properties, oil, mining and aviation interests, is declared to be acting for himself and possibly a small group of associates. He is being represented by the Washington law firm of Dow, Lohnes & Albertson.

Esso Shifts in N. Y.

ESSO STANDARD Oil Co., New York, has made one change in one market, New York, in its 10 year old station schedule of the *Esso Reporter* since its agency, Marschalk & Pratt, New York, sent out letters advising the stations carrying the program of a revaluation of its station list [BROADCASTING, May 1]. The company will drop the show on WJZ New York, after 15 years, on May 31 and will start June 16 on WNBC New York, 12-12:05 p.m., five times weekly and on WOR New York, 6-6:15 p.m., three times weekly.

Drawn for BROADCASTING by Sid Hix

"Here is the latest news hot off the wire!"

BARRY NAMED

Is NBC Vice President

NBC officially announced last week the appointment of Charles C. Barry, ABC vice president in charge of programming, as NBC vice president in charge of programs for the radio network [BROADCASTING, May 8].

Mr. Barry will join NBC June 5. He will report to Charles R. Denny, NBC executive vice president who is temporarily heading the NBC radio network pending appointment of a vice president.

NEW WJR RATES

Wismer Announces Revision

REVISION of WJR Detroit's daytime rates was announced last week by Harry Wismer, assistant to the president of WJR, WGAR Cleveland and KMPC Los Angeles. Nighttime rates will remain the same, in line with policy set by other stations he said:

Other segments of the broadcast time were increased or reclassified in accordance with audience potentials as determined by recent extensive research, Mr. Wismer pointed out. He said present advertisers will continue on old rates for six months, or until Nov. 6, 1950.

Under the new rates, WJR's Class A time will range from $200 for five minutes to $1,000 for one hour; Class B, $134 for five minutes to $670 for one hour; Class C, $110 for five minutes to $550 per hour; Class D, $80 for five minutes to $400 for one hour; Class E, $100 for five minutes to $250 for one hour. Announcement rates go from $40 for the 6-7 a.m. slot to $150 for one minute from the 6-11 p.m. period.

Coca-Cola Replacement

AS A summer replacement for the *Edgar Bergen-Charlie McCarthy Show*, the Coca-Cola Co., beginning June 4, will sponsor *The Pause That Refreshes*, in the same time slot as the Bergen show, CBS, Sunday, 8-8:30 p. m. The musical series will feature Percy Faith and his orchestra and will present prominent singers as guest stars. Agency for the sponsor is D' Arcy Advertising, New York. The Edgar Bergen show will return to the air in early October.

BMB AREA REPORTS

To Give Complete Station Coverage

COMPLETE statement of broadcasting station coverage will be made available for the first time within a few weeks when Broadcast Measurement Bureau starts publishing state area reports, Dr. Kenneth H. Baker, BMB acting president and NAB research director, told BROADCASTING Thursday.

Publication of area reports was ordered last Tuesday by the BMB board, and Dr. Baker quickly drew up plans for the project. The new reports are expected to bail out BMB from a near-$100,000 debt to NAB.

The board decided to postpone any steps toward dissolution of BMB until next Oct. 1.

In making available area reports by states BMB takes a step that is expected to bring Study No. 2 into universal use by buyers of time. The reports will show all the stations heard in every state provided they have 10% or more of the state's audience.

Thus buyers of radio time can consult the complete list of area reports for coverage of all 1,800 of the stations on the air in March 1949. Coverage will be shown for 600-plus subscribing stations and nonsubscribers as well. The first BMB study in 1946 had shown data for only 700 of the 900 stations then on the air.

Restriction Lifted

As a result of the new state area reports BMB subscribing stations need no longer be held to their actual BMB coverage claims while nonsubscribers use various types of millivolt contours, mail reports and similar claims. The subscribers and nonsubscribers will be placed on the same basis through availability of the state reports.

A number of stations had complained to BMB that Study No. 2 does not tell "what the competition is doing," according to BMB officials.

Board decision to publish state area reports was based on what was described as "a terrific demand," especially among advertisers and agencies.

Subscribers will be designated in the new reports by a BMB crest. With printing scheduled to start in about a month, BMB will accept station subscriptions from stations desiring to be designated by the crest.

Price for the state books will be prorated on the basis of printing costs, which will vary for each state. A price list will be published soon.

State reports will be available to BMB subscribers and their representatives, advertisers and agencies. They will not be available to nonsubscribers.

Board decision on the project was unanimous. In the discussion it was pointed out that subscribers should realize publication of the reports will be the best thing that can happen to individual measurements at this time, with every station getting a complete picture of all stations having a BMB (10%) audience in their area.

In deciding to release all information collected in BMB Study No. 2, the board overrode protests of many individual station subscribers who have, from the time the divulgence of non-subscriber data was first broached more than a year ago, strenuously maintained that such general release of data for all stations would place the non-subscribers on an even basis with those who have underwritten the cost of the study and BMB's other expenses.

Users of BMB data have naturally desired full reports on all stations and have argued that this would be a good move for the broadcasting industry as it would provide more information to the buyers of radio time and so would help make wiser decisions about the use of radio which in the long run should increase the use of radio in competition with other media.

Area Figures Wanted

Agency spokesmen who took part in a BMB-BAM discussion at the NAB convention last month [BROADCASTING, April 24] told broadcasters they wanted area reports.

BMB published a national area report based on the 1946 survey. The 1949 state reports will consist of separate books for each state.

Although designation of Oct. 1 for the transfer of BMB's activities to Broadcast Audience Measurement Inc., organized as the successor to BMB, some four months beyond the July 1 date originally contemplated, the BMB board was unanimous in its decision. Broadcasters joined with advertisers and advertising agencies represented on the board in voting for the later date.

One reason for the delay in ending BMB's hectic career is that BAM as yet is unready to take over. Just incorporated, BAM at present has neither board, officers nor staff. No stock has been issued as yet in BAM and no decision has been made as to how it shall be issued, to whom it shall be offered and who will handle its sale. If the issue exceeds $300,000—and it is difficult to see how an efficient audience research organization could be established on such a restricted financial base—the issue must clear the Securities and Exchange Commission.

Data Being Processed

Furthermore, the BMB staff is now busily engaged in processing and servicing the data of BMB's study No. 2 for both station subscribers and for advertisers, agencies and station representatives. Several special tabulations already have been made for individual agencies and station representative firms. The handling of non-subscriber data, a process guarded by many special restrictions so that stations which did not cooperate in supporting last year's nationwide survey of the radio audience shall not benefit at the expense of the stations that did finance the study, is another major task for the bureau staff.

Agency and advertiser members of the BMB board reported keen interest in the BMB data by agencies and radio advertisers generally and expressed a general feeling on the part of the users of radio time that there be no interruption in service between the end of BMB and the beginning of BAM. The $95,000 debt of BMB to NAB, now somewhat reduced, is understood to have loomed large in the minds of the board's broadcaster members in endorsing the postponement of the wind-up of BMB.

Loan Not Repayed

Estimates made at the time of the 1949 NAB Convention that by this time BMB would be in a position to pay off its loan from NAB have not worked out that way, largely because the 100 additional station subscriptions to BMB that were anticipated did not materialize.

Present at the meeting were:

For NAB: J. Harold Ryan, Fort Industry; Justin Miller, president, NAB; Roger Clipp WFIL Philadelphia; Hugh M. Beville Jr., NBC; E. P. H. James, Steuben Glass Inc. (formerly MBS); G. Richard Shafto, WIS Columbia, S. C. For ANA: Paul B. West, president; Joseph M. Allen, Bristol-Myers Co.; Lowry Crites, General Mills Inc.; Albert Dempewolff, Celanese Corp., Alden James, P. Lorillard Co. For AAAA: Frederic R. Gamble, president; Leonard T. Bush, Compton Advertising Inc.; D. E. Robinson, Price, Robinson & Frank; Linnea Nelson, J. Walter Thompson Co.; Melvin Brorby, Needham, Louis & Brorby. Guests were: Kenneth Godfrey, AAAA; Kurt Jewett, ANA; Don Petty, NAB counsel; Laurence Casey, BMB counsel.

SENATE FIGHT SEEN

On Truman FCC Plan

PROSPECTS of a Senate floor fight against President Truman's FCC "reorganization" plan [BROADCASTING, March 20] were mounting last week after the plan won slim approval by the Senate committee assigned to study it.

With less than a fortnight remaining before the May 23 deadline for Congressional action to block the Presidential proposal, the week produced these developments and repercussions:

● A scathing blast at FCC by Sen. Homer E. Ferguson (R-Mich.), who charged the plan "can lead to complete Government ownership and operation of the radio industry," and called for a "complete and thorough" probe of FCC practices and procedures.

● A spirited drive by NAB calling upon member and nonmember stations to flood their Senators with protests against the plan, which would concentrate the Commission's administrative and executive functions in the Chairman.

● Disclosure of a protest by a Federal Communications Bar Assn. member who claimed the FCBA witness against the plan did not appear upon the authorization of the FCBA membership.

● Development of a move on Capitol Hill to bring the plan up for Senate consideration on Wednesday.

These developments came on the heels of a 6-to-5 vote of approval of the President's plan Tuesday by the Senate Executive Expenditures Committee headed by Sen. John L. McClellan (D-Ark.), who said he plans to report it early this week.

Outright Rejection Stopped

Technically, the committee voted to report "unfavorably" a resolution (S Res. 257) by Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee, who urged outright rejection of the plan.

The President's proposal would give the FCC Chairman power to appoint and supervise FCC employes, subject to the consent of

(Continued on page 46)

APPROPRIATE is the word for the candles on this cake, made of Ipana tubes, as they're lighted by Niles Trammell (l), chairman of the board of NBC, on the 10th anniversary of Bristol-Myers sponsorship of *Mr. District Attorney* (NBC, Wednesday, 9:30 p.m. EDT). With Mr. Trammell are Lee Bristol (r), president of Bristol-Myers, and Joseph Moran, a Young & Rubicam vice president.

MARIN DELL's million-dollar modern dairy plant on 13th and South Van Ness Sts. in San Francisco is the nerve center of its widely scattered dairy operations.

'The Plant Budda Built'

Marin Dell Grows From 3 to 65 Routes With Its $50,000 Amateur Hour

By GEORGE VOIGT

NEAR the center of San Francisco's South-of-Market business section, at 13th and South Van Ness Sts., stands the gleaming, modern, block-square Marin Dell dairy, a million dollar plant and one of the finest dairy installations in the country.

It's called by the company "The Plant That Budda Built" and it stands as a testimonial to one of the brightest success stories in San Francisco radio.

The "Budda" to whom the company gives credit for building the plant is Dean Maddox, m.c. of *Budda's Amateur Hour*, Saturday, 8 p.m. on KFRC San Francisco. The show has been sponsored by Marin Dell almost since the company's inception 20 years ago.

Thomas Foster, founder and vice president and general manager of the firm, who decided to gamble on radio back in the early days when every dollar expenditure was carefully weighed by the infant company, gives radio major credit for building the firm from a handful of milk routes to the extensive Bay Area distributing organization it is today.

Ads Center on Show

Marin Dell's success story is unique in that it has built almost its entire advertising campaign through the years around its amateur hour show. The company today spends in the neighborhood of $50,000 annually on this single program. Its newspaper and spot radio budget is practically nil.

Newspapers and spot are used only infrequently on special campaigns for which special money outside the assigned advertising budget is used. Marin Dell spends only a few thousand dollars each year with grocery and dairy trade publications and on travelling displays, like street car cards.

* * *

Budda and his amateur hour are not the creatures of Marin Dell. The program and the company started within three years of each other but completely independently.

Mr. Foster was a salaried milk wagon driver, and had been for 24 years, when he conceived the idea of Marin Dell, a wholesale distribution agency for independent dairy ranchers and independent retail stores. He started the company with three ranches and three milk routes. It worked this way:

His company, officially the Marin Dairymen's Milk Co. Ltd., took over management of the dairy operations of participating ranchers. In return he guaranteed the ranchers year-round distribution of their milk. Thus the ranchers, whose dairy products were a lucrative though minor portion of their ranch output, were relieved of all bother and responsibility of management in this department and still were guaranteed a steady and reasonable profit from their dairy herds.

Retail Cooperation

A similar arrangement was made with retail stores. The stores were guaranteed supply for signing up as Marin Dell distributing outlets and they had no competition to face in the sale of Marin Dell products outside of the retail store field. No Marin Dell product was or is sold to chain organizations or direct to consumer by way of home delivery. Hospitals and restaurants, not in the business of selling milk, are also serviced by the company.

The company was started in July 1930.

Budda's Amateur Hour was started three years later. Dean Maddox, a radio man who entered the industry via the stage in 1927, started the program. After bouncing around the business coast-to-coast and spending a couple of years as chief English announcer for the Chinese National Radio in Peking and Shanghai, Mr. Maddox joined KYA San Francisco as an announcer in 1933.

Within a few months after joining the staff he was named program director of the station. KYA at that time was owned by William Randolph Hearst and one of the first suggestions passed down by "The Chief" to the newly appointed program director regarded an amateur hour program.

Mr. Hearst said he thought such a program would go well in San Francisco. Mr. Maddox didn't even know what an amateur show should consist of or how one should be organized and handled. He went to the station general manager for direction and was told: "Don't bother me with details. Start one."

He did.

Beginning Plans

He began announcements over KYA that such a program was being formed and any listeners with show business talent were invited to come down for the show. The listeners responded by the hundreds and Mr. Maddox brought his microphone out onto the street in front of the studios to conduct his first amateur hour program. A crew of policemen had to be called out to keep order.

In describing the scene to his listeners, Mr. Maddox ad libbed: "And here I stand with my microphone like Buddha in front of a throng of pilgrims and I don't know what to do. I don't know where or how to get this thing going."

The first amateur entertainer, a girl singer, who got to the microphone after those introductory remarks called him Buddha and the name stuck. It's still sticking. The spelling has been changed to Budda in deference to persons of the Buddhist religion who may object to a radio m.c. carrying such a title.

Two months after the show went on the air Marin Dell took over sponsorship and ever since, with one brief interruption, has been completely satisfied to let Mr. Maddox, in the role of Budda, do its commercial talking for it via radio and to assign almost its entire advertising budget to the program.

The one brief interruption came in mid-1935 when Mr. Maddox left KYA. Six weeks after he left the station, Marin Dell moved the program to KFRC, now the Don Lee-Mutual station in San Francisco, and reinstalled Mr. Maddox as m.c.

Business Grows

And Marin Dell grew with the program. By the end of 1935 its three routes had increased to 30. Today it services 65 routes and has some 90 dairy suppliers shipping their products directly into the South Van Ness St. "Plant That Budda Built." It draws from ranches throughout the Bay Area and reaches down into California's rich San Joaquin Valley for additional supply. Among consumers, Marin Dell is one of the best known dairy brand names in the area.

Surveying this growth over the years, Mr. Foster today says:

"I find no reason to regret my original decision to gamble on radio as I did 17 years ago. At first it was a hardship for our growing company to meet the weekly ex-

* * *

DEAN MADDOX, as Budda, in action during a broadcast of Marin Dell's *Budda's Amateur Hour*, aired on KFRC San Francisco each Saturday at 8 p.m. Program draws a large and enthusiastic studio audience.

Business of Broadcasting

One of a Series

Mr. FOSTER

* * *

penditure. But it has paid off. Since that time and over the years our radio program has become a part of the life of our community. We receive annually many thousands of letters from our customers telling us that Saturday night in their home is Marin Dell night with *Budda's Amateur Hour*.

"Our experience with radio is a pleasant one. It has paid us many dividends both in direct and institutional selling. We intend to continue the association indefinitely, which means forever."

For a man whose successful use of radio has, by his own words, meant so much to the success of his business, Mr. Foster pays surprisingly little attention to the conduct of the show itself.

In all the years of his sponsorship he has never attended a performance of the program. He never imposes his ideas or directions on the show. The program has proved itself successful in selling Marin Dell through the years and he's satisfied to leave everything concerning the production up to Dean Maddox. He doesn't expect, nor would he tolerate, he says, any suggestions on how to run his business and by the same token he doesn't feel he should tell Mr. Maddox how to run a radio show.

Harris Handles Account

Even in the commercial aspect of the show Mr. Maddox has a very free hand. Present agency for Marin Dell is Russell, Harris & Wood, San Francisco, with King Harris as account executive. The agency has had the account for the past two years. Campaigns are planned by the agency, under Mr. Harris' direction, products to be emphasized at various periods are selected and commercials are prepared by the agency. But these are given to Mr. Maddox purely in the form of direction.

All commercials on the program are brief, usually no more than three minutes per hour show, and all are ad lib, as is everything else on the program. If the name, occupation or comments of a participant on the show suggest a clever lead into some other type of commercial than that supplied by the agency, Mr. Maddox follows the lead. The success of this non-rigid commercial policy was proved in 1946 when a Bay Area survey showed *Budda's Amateur Hour* as having the highest sponsor identification of any program included in the survey.

In its 17 years on the air more than a million persons have seen the show, more than 6,000 have appeared on it. Some 500 of those who first exhibited their talent on the show have gone on to successful entertainment careers.

Plans Expansion

Mr. Foster, as has been noted, says his company's association with the program and with radio has been so pleasant and profitable the association will be continued "forever." But, as further evidence of his feelings on the matter, he also says the company's radio usage and expenditures would continue to expand. He said:

"Radio has helped us to grow. And we're going to continue to grow with radio—in any of its new improvements, methods or expansions, whether that be television or even some distant development. Our past has been built with radio, so will our future."

One of the immediate plans in this expansion, Mr. Maddox says, is television. *Budda's Amateur Hour* will go on television as soon as KFRC-TV is in operation.

LOIS BAKER, director of *Budda's Amateur Hour* show; M. C. Dean Maddox, and King Harris, Marin Dell account executive for Russell, Harris & Wood agency in San Francisco, go over the note-type outline used as a script.

* * *

LISTENER COUNT

Not Percents Wanted—Nelson

RADIO time buyers need to know how many people listen to a particular station or program, not what percentage of an unknown quantity listen, according to Linnea Nelson, chief time buyer for J. Walter Thompson Co., New York, speaking last Wednesday before the Women's Advertising Club of Washington, D. C.

Miss Nelson, who has bought over $100 million in radio time for J. Walter Thompson clients over the past 20 years, reminded her listeners that newspapers, through the Audit Bureau of Circulations, can tell a buyer how many copies of the publication are sold. "In radio," she said, "we know the percentage of listeners, but how do we turn that percentage figure into number of listeners? . . . everyone seems to know radio started with percentages of audience without knowing what to apply the percentage to, and everyone has been trying to do something about it for years."

Nielsen Method Hit

The Nielsen National Radio Network Service, which is claimed by A. C. Nielsen Co. to give figures applicable to the total number of radio homes in the United States, was hit by Miss Nelson because "there are not enough Audimeters to break this down by cities." Hooper Individual City Reports, she said, "again give us the relative audience percentage to programs. But to what do we apply this figure to get a cost per thousand? No one knows."

Citing the work of BMB, of which she is a member of the board of directors and which now is being reorganized, Miss Nelson pointed out the need of a national survey on a regular basis to find out what stations people listen to, how often, and where they are located. She said it is necessary to have information on the listening habits to each station because "in order to have something to determine how many we are getting for how much, we need to know approximately how many people might be considered as our potential audience and where they are located."

Expanding on BMB and its successor, Miss Nelson went on to say: "We hope that some day the industry will see fit to join wholeheartedly to keep this thing going and make it worth while and stop arguing whether or not we are, as of the moment, doing everything 100% right—stop the little arguments between stations—and come to the realization that advertising money must be carefully allocated and that advertisers must know how and where to spend it and how much to spend." She said at present "there is no organization in existence that does a complete radio and television survey job."

Miss Nelson pointed out that time buying spreads itself in many directions, all of which end with one major goal—sale of the clients' products. The buyer must understand something about programming and have some knowledge of total audiences to programs, and types of audiences to the various programs as well. This, she said, means that the buyer must select programs, or periods adjacent to programs, that should appeal to the potential user of the product to be advertised.

General information on a market also is important, Miss Nelson told her audience, and said "market research as well as program research plays a big part in determining what to buy for our clients."

"I have always been a strong booster of women's participation programs," she said, "and I believe they can be used to sell almost any products to women listeners." This is true of both radio and television, she said.

Notify Agency

Miss Nelson pointed out, however, that where the format and personalities on these programs change, the agency should be notified. She cited the unhappy reaction of the sponsor in several cases where changes had been made in programs without telling the agency.

The regular radio and television checking services "do not do for us the jobs we need to do personally," she said. "It is a plain case of getting our own people to know what really goes on as applied to the overall plans for the advertiser. It is our job to get out locally and find out exactly what is happening and whether or not the things we are buying, and in turn selling to our clients, are really worth the money."

The problems of buying network television time, particularly in one-station markets, was discussed. Miss Nelson said television is quite different from radio since many stations are affiliated with several networks.

WHAT'S POLITICAL?

FCC Approaches Issue

FCC MAY SOON undertake to spell out the differences, if any, between a political speech and an incumbent officeholder's "report to the people."

The issue, long a puzzler to broadcasters and politicians alike, is raised in a complaint filed against the 17 Texas State Network stations by Caso March, Texas gubernatorial candidate [BROADCASTING, May 8], copies of which were sent by FCC to the various stations last week along with requests for statements in reply.

Indicating FCC's intention to move promptly toward disposition of the case, the letters called for the replies to be submitted by May 12—last Friday.

Actions Questioned

The Commission also asked the stations whether their actions in the case resulted from decisions reached independently or in concert with other stations.

Mr. March contended in his complaint that weekly broadcasts by Texas Gov. Allan Shivers on the 17 TSN stations are actually political speeches and that accordingly he is entitled to time in which to reply.

He quoted TSN President Gene Cagle as saying, in denying his request for reply time, that broadcasts by the Governor are in the public interest and would be carried free on a weekly basis until after the June 4 filing date for the gubernatorial campaign.

"I realize that it is in order to make available free time over your licensees' stations to public officials," Mr. March wrote the Commission.

"I would not object to an occasional broadcast by the Governor in which he would give a report to the people of Texas, but when a large network makes available free time on a weekly basis—in other words, a sustaining program, in the midst of a heated political campaign for his office, such action is in violation of the FCC Act unless similar time is made available to opposing candidates.

"The Governor did not think of these weekly broadcasts, nor did he attempt to secure free time on a weekly basis, until after he found himself in the midst of a political campaign for re-election to the office of Governor. His speeches over this network are simply campaign speeches for re-election. . . . It is difficult to see how a candidate for state office could have a broader scope of operation than to discuss state government. In fact, I don't see how he could discuss anything else."

Mr. March asked FCC to order the TSN stations to show cause why they should not grant him free time, and requested an immediate hearing since the primary is July 22.

In its call for information, FCC asked the stations to submit "all the relevant information which you have" in addition to specific data including the amount of time which has been made available to Gov. Shivers, the date on which his broadcasts started, and the date they are scheduled to end.

TSN stations are:

KRBC Abilene, KNOW Austin, KBST Big Springs, KBWD Brownwood, WRR Dallas, KFJZ Fort Worth, KGVL Greenville, KTHT Houston, KCMC Texarkana, KFRO Longview, KCRS Midland, KRIO McAllen, KPLT Paris, KGKL San Angelo, KMAC San Antonio, KRRV Sherman, WACO Waco.

FCC Actions

TRANSFER of WEBC-AM-FM Pittsfield, Mass. granted by FCC last week. Four year controversy between Northwestern Ohio Broadcasting Co. (WIMA Lima, Ohio) and Sky Way Broadcasting Co. settled. Five FM outlets deleted. Details of these and other FCC actions are found in Actions of the FCC beginning on page 67 and FCC Roundup on page 83.

KFI Retains Mills

EDWIN C. MILLS, former general manager of ASCAP and United Artists board member, has been retained by Earle C. Anthony, president of KFI-AM-FM-TV Los Angeles, to make a survey of the business and operation of the stations. The survey is expected to take about a month and station executives reportedly have been instructed to give Mr. Mills their fullest cooperation. Mr. Mills, now retired, moved to the West Coast from New York about a year ago.

MBS Sportscaster Al Helfer (r) contracts to present five-minute *Camel's Baseball Scoreboard* immediately following the network's *Game of the Day* major league baseball broadcasts. Witnessing signing are Tom Luckenbill (l), vice president in charge of radio, William Esty Co., agency for the Camel account, and Charles White, Esty Co. Aired for the first time last May 2, *Camel's Baseball Scoreboard* will continue on MBS throughout the major league season.

EDITORIALIZING

Bannister Hits FCC Policy

WWJ Detroit, called upon by FCC to account for its both-sides-or-none policy on handling discussions of the Chrysler strike, last week challenged the wisdom of FCC's giving a licensee responsibility and then trying to "mastermind him by remote control."

Mr. Bannister

General Manager Harry Bannister cited a section of the Commission's editorializing decision —a section which recognized that cases will differ and held that licensees in each case must exercise their "best judgment and good sense"—as the best approach to the problems involved in handling controversial issues.

Mr. Bannister's letter, written and delivered to FCC before the Chrysler strike was ended, said that after learning of FCC's position [BROADCASTING, May 1] WWJ offered and is prepared to grant time to UAW-CIO irrespective of whether Chrysler takes time to reply.

"We will take this action in deference to the Commission's wishes," Mr. Bannister wrote, "because it is obvious that you want us to do this.

"However, I respectfully submit that such action is contrary to true public interest and contrary to the broad interpretation and spirit of the Decision of June 2, 1949, 'Editorializing in the Public Interest,' and contrary to Sec. 315 of the Communications Act which sets forth the obligation to provide equal opportunity for opposing viewpoints, and contrary to the spirit of the yardstick of 'fairness' which has always characterized every phase of our operation throughout our long history."

The case stemmed from a UAW-CIO protest to FCC charging that WWJ refused the union's request for time to discuss the Chrysler strike. WWJ replied that it felt discussion by both sides was necessary in the public interest, that its policy therefore was to offer time only for joint use by both sides, and that Chrysler had refused to participate.

Mayflower Decision

FCC then called attention to a section in its Mayflower editorializing decision asserting that "it would obviously not be in the public interest for spokesmen for one of the opposing points of view to be able to exercise a veto power over the entire presentation by refusing to broadcast its position." FCC also asked WWJ to review its action and submit a further statement [BROADCASTING, May 1].

In his reply, dated April 29, Mr. Bannister conceded that the section of the Mayflower decision to which FCC referred could apply to the WWJ-UAW case. But, he said, "there is also an application to this case of practically every paragraph in your decision . . . , many of them at variance with other paragraphs." In particular, he cited Paragraph 10:

It should be recognized that there can be no all-embracing formula which licensees can hope to apply to insure the fair and balanced presentation of all public issues. Different issues will invariably require different techniques. . . . The licensee will in each instance be called upon to exercise his best judgment and good sense. . . .

Mr. Bannister also cited FCC's letter to WLIB New York.

"In your letter of April 13, you take to task WLIB because under the [Mayflower] decision of June 2, 1949, WLIB had failed to broadcast a balanced presentation but had confined itself to one side of a highly controversial issue. Then, in your letter to us of April 21, you take us to task because we refrained from committing the same error as WLIB," he declared.

Mr. Bannister reiterated that "in all . . . labor-management disputes involving the automotive industry we had repeatedly tried to put together the elements of a balanced presentation but that the manufacturers involved had refused to avail themselves of our facilities . . . .

WLIB Case Cited

"Nevertheless, after you had censured WLIB for contenting itself with a one-sided presentation, you censure us because we have gone to great lengths to avoid a one-sided presentation."

His letter continued:

I realize that the perfect answer is a balanced presentation, but apparently you overlook the fact that we cannot force anyone to use our facilities and that since we could not attain perfection (through no fault of our own—because we tried repeatedly) we did the next best thing and avoided opening our facilities to only one side.

It is pertinent to note that during

(Continued on page 84)

488 Madison Ave.

Becomes

A New Radio-TV Center

488 MADISON AVE., New York, is the new address of nearly a dozen top-flight radio and advertising companies whose presence in the recently completed building make it one of the most important centers of broadcasting business in the city.

Three station representatives firms are now in residence: Edward Petry & Co., The Katz Agency Inc., and the Taylor Co.

The New York office of Fort Industry Co. Stations and New York headquarters of Frederic W. Ziv Co., and World Broadcasting System are also at 488 Madison.

Four advertising agencies, all of them buyers of radio and television, have moved in. They are William H. Weintraub & Co., Anderson, Davis & Platte Inc., Joseph Katz Co. and Schwab & Beatty.

Cowles Magazines Inc., part of the vast Cowles publishing and broadcasting enterprises, occupies three floors of the building.

Minute Maid Corp., a heavy radio advertiser, is also in the building.

The New York bureau of BROADCASTING-TELECASTING will move to 488 Madison within a few weeks.

The newest building in mid-town New York, 488 Madison is situated across the street from headquarters of CBS, is a block from Radio City, where ABC, NBC and numerous agencies and other radio and television enterprises are housed.

The Petry Co. occupies the entire 23d floor of the new building. Petry telephone is Murray Hill 8-0200.

The Katz Agency occupies the entire 20th floor; telephone Plaza 9-4460.

The Taylor Co. is occupying temporary space on the sixth floor, pending completion of its permanent quarters which will be on the same floor. The Taylor telephone is Murray Hill 8-1088.

Fort Industry Co. also is in temporary space on the sixth floor while its permanent space on the same floor is being completed. Telephone is Eldorado 5-2455.

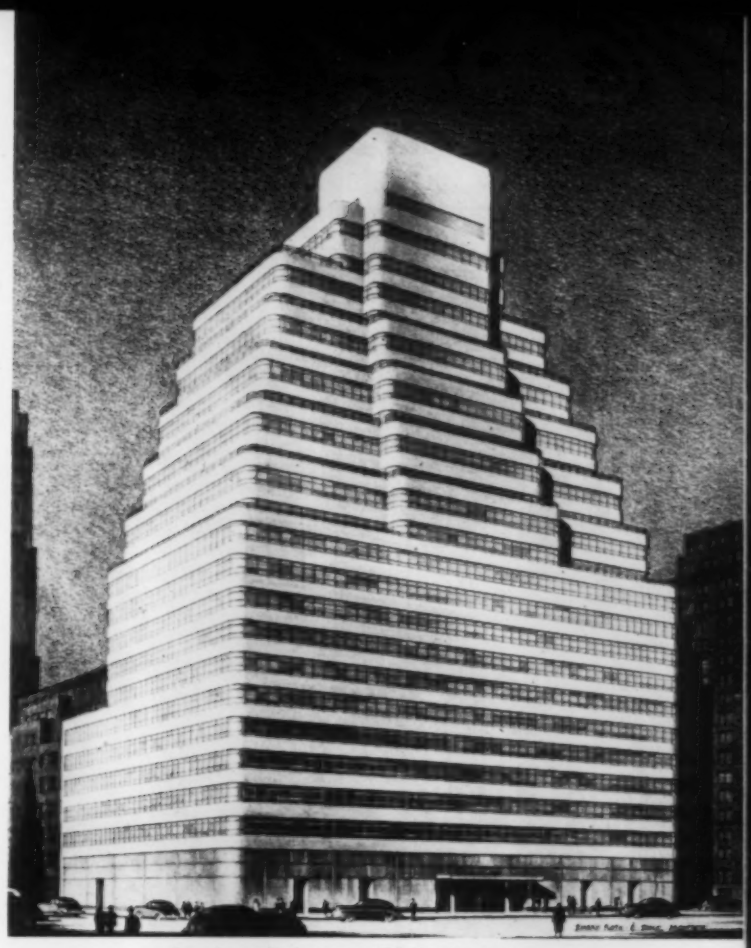
The Ziv Co. and World Broadcasting offices are on the fifth floor, telephone: Murray Hill 8-4700.

The Weintraub agency has the entire 17th floor; telephone: Murray Hill 8-3901.

Anderson, Davis & Platte has the 19th floor; telephone: Plaza 3-5200.

The Joseph Katz Co. is scheduled to move into the sixth floor about June 1.

The New York bureau of BROADCASTING telephone will remain unchanged: Plaza 5-8354.



Drawing of the new 488 Madison Ave.

FILLING out the bookshelves was one of the first chores undertaken by George Brett (l) and Gene Katz of The Katz Agency

A FINAL paint touching up was done by (l to r): Lloyd George Venard of the Taylor Co.; Tom Harker, Fort Industry Co.; and James Bailey, manager of WAGA Atlanta, a Fort Industry station.

JOHN SINN (lower left), executive vice president of Frederic W. Ziv Co. and president of World Broadcasting System, looks out of a window toward CBS across the street. NBC and ABC, in Radio City , are 1½ blocks away.

ED PETRY (lower right), of the representative firm bearing his name, examines the welcome poster at the entrance.

IN OFFICES of William H. Weintraub Co. (l to r): Theo Gannon, director of radio productions: Ray Kelly, assistant to Noran E. Kersta; Gladys York, time buyer; Mr. Kersta, vice president in charge of radio and TV.

NARBA SESSION SET

D. C. Meet Sept. 6

THE SECOND phase of the overall NARBA conference is scheduled to get under way in Washington, D. C. on Sept. 6, with indications now that all nations which subscribed to the expired treaty will participate.

State Dept. officials said last week that all signatory nations have informally indicated their willingness to accept the September date—a month later than the "deadline" formerly agreed upon—and that formal invitations will be issued shortly.

Only qualification with respect to the Sept. 6 resumption came from Mexico, which did not participate actively in the first NARBA sessions at Montreal last fall and which said a date later than Sept. 6 would be more convenient in view of other meetings slated that month.

Mexican authorities indicated, however, that they would accept the Sept. 6 date if the other nations preferred it, even though it would mean dividing the Mexican radio delegation between the NARBA conference and the Sept. 18-28 meeting of the Inter-American Assn. of Broadcasters at Sao Paulo, Brazil.

U. S. officials appeared hopeful that the conference would be successful in breaking the U. S.-Cuban deadlock which finally forced a recess in the Montreal negotiations last December and could not be broken in some seven weeks of separate U. S.-Cuban conferences at Havana earlier this year.

There have been reports that Cuba was undecided about participation in further sessions after the fruitless bilateral sessions at Havana, but State Dept. authorities said Cuban officials indicated resumption of the full conference on Sept. 6 is acceptable.

Date Extended

When the Montreal sessions were recessed to give the U. S. and Cuba an opportunity to work out their differences bilaterally, deadline for resumption of the full conference was set at Aug. 1. The new date was agreed upon informally after Canada requested postponement to avoid conflicts with governmental sessions.

In preparation for the NARBA negotiations, Mexico reportedly is now making skywave measurements which may occupy most of the time until Sept. 6. For this reason there had been speculation that Mexico might press for a later date for the start of the conference.

Knottiest problem thus far facing the sessions is the as yet unresolved dispute over U. S.-Cuban allocations. Mexico's participation increases the complexity, in view of the close relationship of allocations for all three countries.

Signatories of the last NARBA, which expired March 29, 1949, are the U. S., Canada, Mexico, Cuba, Haiti, Dominican Republic, and the Bahamas.

ARTHUR BARRY

Leaves F&P To Head WEOK

ARTHUR J. BARRY Jr., vice president of Free & Peters, has resigned as of June 1 to become vice president and general manager of WEOK Poughkeepsie, N. Y. Jack Thompson, account executive in the Chicago office of Free & Peters, will move to New York to succeed Mr. Barry.

Mr. Barry

Mr. Barry joined the Chicago office of the station representative firm in 1939. After war-time service on board an aircraft carrier as a commander, he returned to Free & Peters New York office in 1945 and was elected a vice president in November 1948.

He has acquired part ownership of Mid-Hudson Broadcasters Inc., owner of WEOK, which has plans for adding a TV operation after the freeze ends.

Mr. Thompson was with Edward Petry Co. before his war service—five years with the Army. He spent several years in the New York radio department of McCann-Erickson before joining Free & Peters more than three years ago.

Joins CBS Sales

HENRY UNTERMEYER, account executive of WCBS New York, today (Monday) joins the staff of Radio Sales, Radio and Television Stations Representative, CBS, as account executive. Mr. Untermeyer has been with CBS since 1937 in various executive capacities.

BIB FREE TIME

Sets Up Paid Printed Ads

EXTENSIVE campaign of "consumer education" donated by radio and television to Bib Corp., Lakeland, Fla., laid the groundwork for a paid newspaper advertising drive in the New York City area.

After the free educational effort, Bib Corp. "complemented" the drive "by paid advertising in the form of full pages in New York newspapers including the *Times*, *World-Telegram & Sun* and *Journal-American*," according to the publication, *Food Field Reporter*.

Bib Corp. markets Bib orange juice for babies. Its agency is Blaine-Thompson Co., New York.

Paid copy in newspapers featured the theme that no other product offers such advantages as guaranteed vitamin C content, flavor control, elimination of peel oil and single-feeding size for convenience.

Tie-in advertising is said to be planned by store chains, including A&P and Grand Union.

OPERATION of KXYZ-ABC Houston's new model transmitter is explained to Ted Hills (l), newly appointed program manager, by Gerald Chinski, station's technical supervisor. Transmitter was put into use on May 1. Mr. Chinski said new facilities will give listeners a clearer and more powerful reception of KXYZ's signal.

SCAA Meets Today

"WHAT'S happening in Southern California Radio" will be discussed at the regular monthly meeting today (Monday) of the Southern California Advertising Agencies Assn. at Nikabob Restaurant, Los Angeles. Main speaker will be Robert J. McAndrews, managing director, Southern California Broadcasters Assn., joined by a panel of six representatives of Los Angeles Radio stations. Making up panel are:

Kevin Sweeney, sales manager, KFI and KFI-TV; Clyde Scott, general manager, KECA; Stan Spero, KFAC sales representative; Ole Morby, assistant sales manager, KNX and CBS Pacific Network; Doty Edouarde, sales manager, KFWB; Maury Gresham, sales representative, KLAC.

NAB NAMES HUFFINGTON

Field Director

B. WALTER HUFFINGTON, general manager of WSAP Portsmouth, Va., has been named NAB field director by William B. Ryan, NAB general manager. He assumes his duties today (Monday).

Mr. Huffington

In radio for a decade, Mr. Huffington brings to NAB varied executive and staff experience which equip him for this new role in association affairs, Mr. Ryan said. Decision to create the field directorship was made by the NAB board at its Arizona meeting last winter [BROADCASTING, Feb. 13].

Mr. Huffington will spend about a month at NAB Washington headquarters to acquaint himself with the entire operation. After the orientation period he will start out on the road, serving as a combination traveling secretary and membership solicitor.

NAB announced no salary for the field directorship but the board was understood to have set a $10,000 salary ceiling.

The membership situation at NAB is none too encouraging as Mr. Huffington prepares to see what can be done about it. Roughly half of the 2,200 AM stations are members. Many of the perennial non-members have often complained they never were contacted at their offices by anyone from NAB. Some 70 stations dropped out in March and early April after the board increased dues in the lower brackets and removed the 12½% discount, with another 30 new members joining the association.

Flurry Before Convention

The flurry of resignations ended just before the April convention and since that time the membership total has been relatively stable.

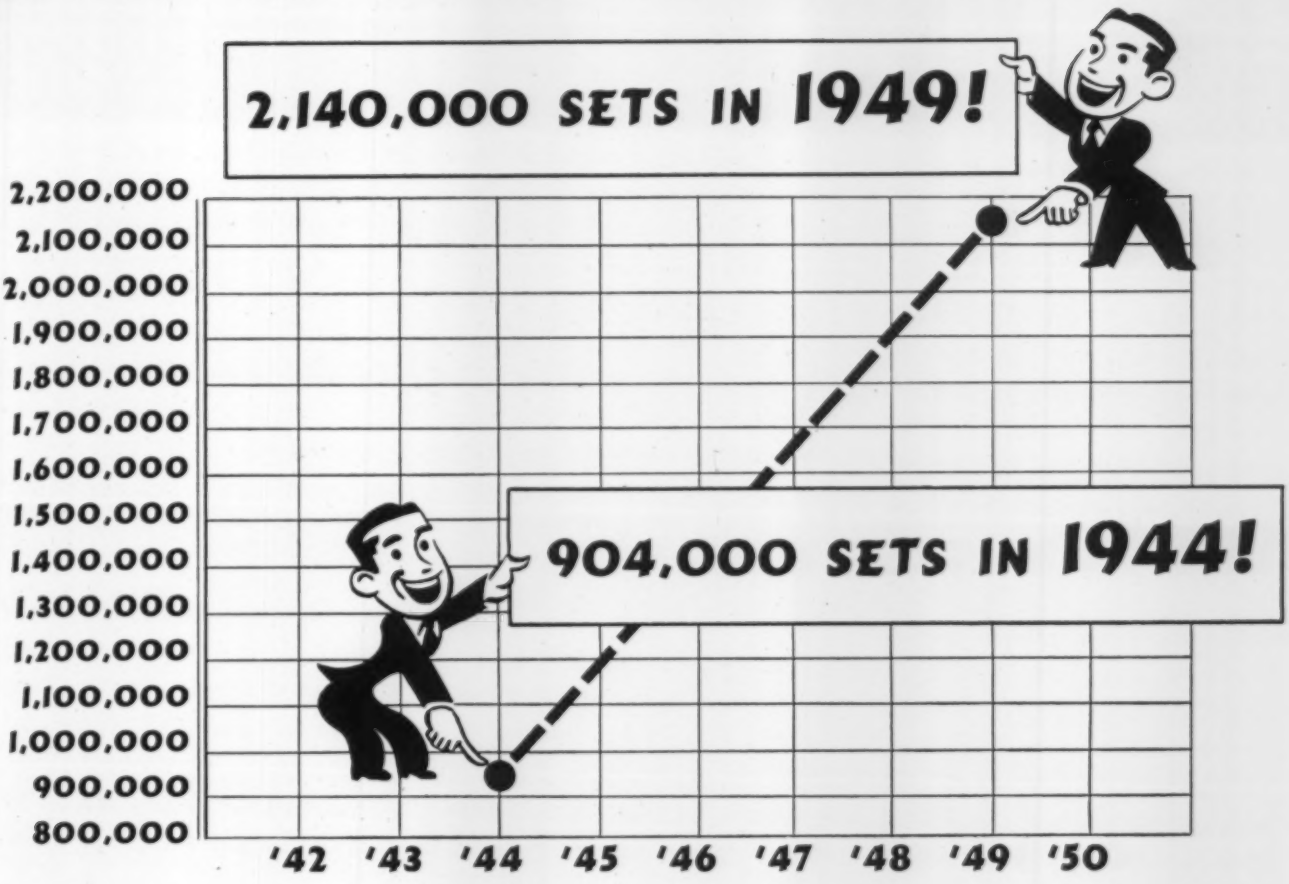
Mr. Huffington's first major radio job was at WTAR Norfolk, Va., in the late '30s, followed by three years at WPTF Raleigh, N. C. At these stations he served as writer, commentator, producer, salesman, publicity director and sales promotion director.

In 1941 he was named general manager of WPID Petersburg, Va., a post he held up to affiliation with the wartime Office of War Information as regional director for Virginia, North Carolina and South Carolina. In 1945 he became program manager of WTMA Charleston, S. C., returning to Petersburg in 1946 as general and sales manager of WSSV. He was named general manager of WSAP Portsmouth in 1948.

Between the Petersburg and Portsmouth assignments he served as national radio director of the American Red Cross, planning and supervising radio campaigns featuring top talent and heard on as many as 1,800 stations.

Mr. Huffington married Helen Anne Lang, of Norfolk, in 1929. They have a daughter, Betty Anne, 16. He has been active in Portsmouth civic affairs.

136% INCREASE IN NUMBER OF RADIOS IN IOWA HOMES SINCE 1944



EVERYBODY knows that a family with *two* radio sets *listens more to radio* than a family with *one* set. And still more with *three* sets—Dad hears the evening news, Sister listens to a musical program, Mother tunes to a dramatic program, or the whole family listens to the same program—usually in different rooms.

Figures from the 1949 Iowa Radio Audience Survey* reveal that multiple-set ownership in Iowa homes has increased 136% since 1944. The *number* of sets has jumped from 904,000 in 1944 to 2,140,000!** In addition, there are now over 400,000 automobile and truck radios, as well as thousands of non-residential sets in offices, barns, stores and restaurants!

Thus despite a 14% rate increase since 1944, WHO is today one of the great radio bargains of the nation, because WHO is "listened-to-most" on more than *136% extra sets in 1949!*

Get all the facts about Iowa's extra listening and WHO's share of the bonus audience. Send for your copy of the Survey today!

* The 1949 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in Iowa.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with 9,116 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

** Iowa Radio Audience Survey figures applied to population estimates of Sales Management's Surveys of Buying Power.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

THIS group of National Assn. of Radio Farm Directors gathered at the organization's south-central region spring meeting at Stillwater, Okla., where Oklahoma A & M College was host. L to r are: Standing, Edd Lemons, Oklahoma extension editor; Gene Robbins, Texas A & M; Johnny Watkins, KWTX Waco, Tex.; Phil Evans, KMBC-KFRM Kansas City; Burnis Arnold, Oklahoma extension radio director; Jim Wells, KSPI Stillwater, Okla.; Bill Tipton, "Paymaster Network," Abilene; seated, Andy Adam, Texas extension radio editor; George Roesner, KTRH Houston; Murray Cox, WFAA Dallas; Gladys Foris and Marguerette Engel, Oklahoma extension radio editors, and Sam Schneider, KVOO Tulsa. Mr. Arnold was elected chairman of the group.

ORR NAMED

To Handle National Guard 1950-51 Ad Account

ROBERT W. ORR & Assoc., New York, last Tuesday was named to handle the National Guard's 1950-51 advertising account as Congress took up consideration of the Defense Dept's overall expenditures for the fiscal year beginning July 1.

The National Guard has asked Congress for $298,000 for the coming year covering recruiting advertising needs—the same amount as requested last year. While Congress had not concluded debate on military appropriations, authorities felt the $298,000 figure would remain intact as proposed in the President's budget.

Radio and television again are expected to draw roughly $50,000 of this allocation if the Senate and House approve requested funds, Maj. E. L. Smith, NG information officer, indicated last week.

The Orr agency was chosen by a board of officers to succeed Gardner Advertising Co., St. Louis, which has held the account since August 1947. Field had been narrowed down to three agencies, one of which—Owen & Chappell Inc. —withdrew last week. Eleven agencies competed for the contract. Others considered last week were Albert Frank-Guenther Law Inc. and Buchanan & Co.

Plans in Abeyance

Maj. Smith told BROADCASTING that no advertising plans would be formulated until after Congress passes the single-package appropriations for 1950-51.

A national $100,000 radio spot campaign embracing 1,400 stations in 1,124 cities already had been disclosed officially by the U. S. Army and Air Force recruitment office, with the drive tentatively set to get underway today (Monday) [BROADCASTING, May 8].

Last week it was incorrectly stated that NG's budget called for an allotment of $49,500 for Air and $350,000 for Army. The total sum, without any breakdown for Air or Army, is $298,000. Above figures refer to personnel, not funds. It also was stated that the Army-Air Force account is placed by Gardner Advertising Co. Grant Advertising Inc., Chicago, handles the account.

O'DANIEL PLANS

Mulls Time on Texas Network

INFORMATION on the cost of a "commercial broadcast" that would be aired over a network of 30 Texas stations has been sought by W. Lee O'Daniel, ex-Senator from the Lone Star State and one-time Texas governor, it was reported to BROADCASTING last week.

Mr. O'Daniel was reported to have told radio executives that the broadcast was to be "commercial, not political." No arrangements have been made as yet concerning the broadcast. Mr. O'Daniel, whose possible entry into the Texas gubernatorial race has caused wide discussion, made extensive use of radio in his past successful campaigns for governor and U. S. Senate.

ABC Stock Sales

OWEN D. YOUNG, honorary chairman of the board of General Electric and member of the ABC board of directors, has sold 5,000 shares of his ABC stock, it was learned last week. Mr. Young retains 5,000 ABC shares.

Pope Lauds Radio

RADIO was given a highly favorable comment from the Vatican May 6. Pope Pius XII said radio's good outweighs evil and that the Catholic Church is interested in the medium because of it's "eminently precious means for accomplishment of her (the Church) own mission." Speaking to delegates to the international administrative conference on high frequency broadcasting, Pope Pius said, in reference to Eastern Europe that radio is especially important for peoples without churches or priests.

AFA CONVENTION

46th Meet May 31-June 2

DISCUSSION of how to "bridge the gap between advertising education and advertising practice" will highlight the 46th annual convention of the Advertising Federation of America, May 31-June 2 at the Hotel Statler, Detroit, the organization announced last week. This event is scheduled for the final session, June 2, with Donald Davis, professor of advertising, Pennsylvania State College, as moderator.

Representing the advertising field in the discussion will be Frederic Schneller, general merchandising director, Lever Brothers Co.; T. Lee Brantley, vice president, Crowell-Collier Publishing Co., and Frederic R. Gamble, president, American Assn. of Advertising Agencies. Speakers from education will be Rev. Bernard W. Dempsey, St. Louis U.; Mrs. Rosamond Risser Jones, Butler U., Indianapolis, and Professor D. M. Phelps, U. of Michigan.

Elliott Shumaker, general advertising manager, *Detroit Free Press*, is general convention chairman.

AUDIENCE PROOF

Expected From Radio—Harms

RADIO "more than ever before," will have to prove that it delivers an audience and what that audience is comprised of, Marvin Harms, vice president of H. W. Kastor & Sons, charged Wednesday at the Chicago Radio Management Club.

Radio "may suffer most among media" as a result of television's inroads, he said, but will find its place because of (1) multiple sets in homes, (2) listening away from home, in cars and via portable receivers, (3) some preference for hearing rather than viewing because of the concentration required for the latter, (4) radio coverage in areas not reached by television, and (5) specialized radio programming, which will beam specific shows to selective audiences, emphasizing news, sports and classical or popular music.

TV, which is causing the same "headaches" that radio brought in the '20s, calls for a "ripping apart of tried and true advertising measures." In spite of the current sellers' market (which is "fast becoming" a buyers' market), wherein advertising budgets are ever-increasing, "those budgets are not big enough to take in TV without cutting somewhere. TV has to be added," Mr. Harms concluded.

"It's fortunate for us all that the FCC freeze on TV is in effect —it's a blessing to all advertising, because we have time to study TV's effectiveness in the current TV markets. This gives us a chance to get our house in order before the medium grows any more," the speaker said. Asserting that video gives the "greatest impact of any advertising medium today," Mr. Harms estimated that nine million sets will be installed in homes by the end of the year. In addition, he predicted that TV "will move strongly into daytime hours just as radio did after developing evening programming."

WTAG LUNCHEON

Film Shown to N. Y. Admen

GEORGE BOOTH, president, WTAG-AM-FM Worcester, Mass., and publisher, *Worcester Telegram & Evening Gazette*, headed a delegation from the station and newspaper who played host last Tuesday to several hundred agency executives at a luncheon gathering in New York's Waldorf-Astoria Hotel. Following the luncheon, the group was shown a sound color film on Worcester, highlighting the city's advantages as a place to live, work and sell and the coverage and popularity of the station and newspaper [BROADCASTING, May 8].

Similar showings of the promotional film will be given in Philadelphia, Boston, Chicago, Detroit, Los Angeles and San Francisco. Herbert L. Krueger, commercial manager of WTAG, and Harold V. Manzer, business manager of the *Telegram-Gazette*, will conduct these meetings.

Bye-Bye to "Buy-Buy Blues"

Is your ear seeking the sweet music of *sales*? That's the theme song at 50,000-watt KDKA. Here are a few recent notes showing how KDKA gets listeners buying.. early in the morning, late at night, any other time!

EARLY MORNING

Three announcements on the 7 AM News brought more than 3,000 orders for a 25-cent booklet. Cost per order, 9c.

EARLY EVENING

One *Saturday* announcement on the 6:05 PM News pulled 2,650 orders for another 25-cent booklet. Cost per order, 9c.

LATE NIGHT

An investment of $240 in late evening time by the William Wise Company brought $4,500 worth of business.*

*Wired Fred C. Breismeister, Wise v.p. — Congratulations on splendid job your station is doing on our books. If you have other availabilities comparable to spot buys we are now using, please have rep advise our agency, Thwing & Altman, immediately.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV

National Representatives, Free and Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

KDKA

PITTSBURGH
50,000 WATTS
NBC AFFILIATE

AAA

Boards of Governors Are Listed

AMERICAN ASSN. of Advertising Agencies has completed election of officers and governors for the year beginning April 1, 1950. The boards of governors of the AAAA chapters are:

Chesapeake Chapter: Joseph Katz, The Joseph Katz Co., Baltimore, chairman; D. W. Lindsey, Lindsey & Co. Inc., Richmond, vice chairman; Theodore A. Newhoff, Theodore A. Newhoff Adv., Baltimore, secretary-treasurer. Other governors: Sidney Levyne, The S. A. Levyne Co., Baltimore; J. Robert Corry, Lewis Edwin Ryan, Washington.

Cleveland Chapter: R. G. Simmons, Meldrum & Fewsmith, Cleveland, chairman; H. D. Falls, The Bayless-Kerr Co., Cleveland, vice chairman; Carr Liggett, Carr Liggett Adv. Inc., Cleveland, secretary - treasurer. Other governors: Frank Otte, Fuller & Smith & Ross Inc., Cleveland; V. L. Kenney, The Griswold-Eshleman Co., Cleveland.

Northern California Chapter: Ford Sibley, Foote, Cone & Belding, San Francisco, chairman; Roos H. Ryder, Ryder & Ingram Ltd., Oakland, vice chairman; Robert H. Knollin, Knollin Advertising Agency, San Francisco, secretary-treasurer. Other governors: Edward A. Merrill Jr., Young & Rubicam Inc., San Francisco; John J. Wiley, Kenyon & Eckhardt Inc., San Francisco.

Oregon Chapter: Milton Foland, Pacific National Adv. Agency, Portland, chairman; Marvin E. Knudson, Richard G. Montgomery & Assoc., Portland, vice chairman; D. R. Dawson, Mac Wilkins, Cole & Weber, Portland, secretary-treasurer. Other governors: Adolph L. Bloch, Adolph L. Bloch Adv. Agency, Portland; Leith Abbott, Foote, Cone & Belding, Portland.

Pittsburgh Chapter: H. B. Peebles, The Albert P. Hill Co. Inc., Pittsburgh, chairman; W. Stanley Redpath, Ketchum, MacLeod & Grove Inc., Pittsburgh, vice chairman; George S. Hill, The Albert P. Hill Co. Inc., Pittsburgh, secretary-treasurer. Other governors: James Holding Jr., Batten, Barton, Durstine & Osborn Inc., Pittsburgh; George E. Kelly, W. Earl Bothwell Inc., Pittsburgh.

Puget Sound Chapter: Harry S. Pearson, Harry S. Pearson & R. E. Morgan Adv., Seattle, chairman; William W. Woodbridge Jr., Botsford, Constantine & Gardner, Seattle, vice chairman; Sidney Copeland, Mac Wilkins, Cole & Weber, Seattle, secretary-treasurer. Other governors: Warren E. Kraft, Honig-Cooper Co., Seattle; William H. Horsley, Pacific National Adv. Agency, Seattle; Francis G. Mullins, Ruthrauff & Ryan Inc., Seattle; Joseph Maguire, Strang & Prosser Adv. Agency, Seattle.

Rocky Mountain Chapter: Harold Walter Clark, Harold Walter Clark Inc., Denver, chairman; Carl A. Salstrand, Ball & Davidson Inc., Denver, vice chairman; James R. Macpherson, Conner Advertising Agency Inc., Denver, secretary-treasurer.

St. Louis Chapter: James B. Wilson, D'Arcy Adv. Co. Inc., St. Louis, chairman; W. L. Sanborn, Winuis-Brandon Inc., St. Louis, vice chairman; Frank A. Watts, Watts Advertising Agency, St. Louis, secretary-treasurer. Other governors: R. C. Stricker, Ruthrauff & Ryan Inc., St. Louis; H. O. Whiteside, Gardner Advertising Co., St. Louis.

Southern California Chapter: Robert P. Shirey, J. Walter Thompson Co., Los Angeles, chairman; A. W. Neally, Batten, Barton, Durstine & Osborn Inc., Los Angeles, vice chairman; John A. Privett, Mogge-Privett Inc., Los Angeles, secretary-treasurer. Other governors: Charles Levitt, Smalley, Levitt & Smith Inc., Los Angeles; Charles John Hawkins, Barnes Chase Co., Los Angeles.

Southern Ohio Chapter: Herman H. Hutzler, Hutzler Advertising Agency Inc., Dayton, chairman; Robert Marsh, Compton Adv. Inc., Cincinnati, vice chairman; Don Kemper, Don Kemper Co. Inc., Dayton, secretary-treasurer. Other governors: Carter B. Helton, Kircher, Helton & Collett Inc., Dayton; John Magro, Ruthrauff & Ryan Inc., Cincinnati.

Southwest Chapter: Thomas F. Conroy, Thomas F. Conroy Inc., San Antonio, chairman; Lowe Runkle, Lowe Runkle Co., Oklahoma City, vice chairman; John Stewart, Glenn Advertising Inc., Fort Worth, secretary-treasurer. Other governors: Dan T. White, Dan White & Assoc., El Paso; J. B. Wilkinson, Wilkinson, Schiwetz & Tips Inc., Houston; Don Watts, Watts-Payne Advertising Inc., Tulsa; George Godwin, Dixie Advertisers, Jackson, Miss.

Spokane Chapter: J. Walter McLean, Tomowske Advertising Agency Inc., Spokane, chairman; Harvey A. Brassard, Syverson-Kelley Inc., Spokane, vice chairman; Vernon L. Cary, Pacific National Advertising Agency, Spokane, secretary-treasurer.

Twin City Chapter: E. A. Cashin, Batten, Barton, Durstine & Osborn Inc., Minneapolis, chairman; Michael J. Fadell, The Fadell Co., Minneapolis, vice chairman; Harold Walker, Harold C. Walker Advertising, Minneapolis, secretary-treasurer. Other governors: John T. Foley, Olmsted & Foley, Minneapolis; Raymond C. Jenkins, Erwin, Wasey Co. Inc. of Minnesota, Minneapolis.

KANS' WINNER

Fire Efforts Described

EFFORTS of KANS Wichita, Kan., to make "every week fire week in Kansas" were responsible for the NBC outlet being designated winner of the gold medal award of the National Board of Fire Underwriters [BROADCASTING, May 1], according to W. E. Mallalieu, general manager.

Mr. Gow

Cited for outstanding public service in fire prevention during 1949, KANS arranged for Commentator George Gow to conclude every evening's broadcast with a suggestion that householders "check their homes against fire before going to bed."

In its campaign, KANS used a red check mark as the symbol of fire prevention and distributed 20,000 red check mark stickers to school children. Another highlight was formation of a KANS fire brigade which enrolled 2,000 listeners in a voluntary movement to remove fire hazards from homes and other buildings.

'NBC DAY' TODAY

Set by Hollywood Ad Club

HOLLYWOOD Ad Club has designated today (May 15) as *NBC Day*, with Sidney N. Strotz, network administrative vice president in charge of the Western Division operations, as chairman of the bimonthly luncheon meeting. Bernie Belt, club president, will preside.

Norman Blackburn, NBC West Coast director of network television, and Tom McFadden, newly appointed manager of KNBH (TV) Hollywood, will discuss video. Frank (Bud) Berend, NBC Western Division sales manager, will speak on radio. Including an analysis of Los Angeles measurements compared with other markets, Dr. Sydney Roslow, director of The Pulse Inc., New York, will discuss "Validity of Pulse Research" as principal speaker at the Hollywood Ad Club luncheon meeting on May 29.

GROVE LABS

Antamine Charged by FTC

GROVE Laboratories Inc., St. Louis, last Monday became the fifth manufacturer of antihistamine products to be charged by Federal Trade Commission with false and misleading advertising. FTC's complaint accused the firm of misrepresenting the therapeutic properties and effectiveness of its Antamine cold preparation in radio and published advertisements.

The representations included copy broadcast over MBS Dec. 4, 1949, and Feb. 5, 1950, according to the commission. The company has until May 28 to reply to the complaint. Last week a Grove official in St. Louis denied the charges and said the firm "naturally" will contest them.

FTC's Stand

FTC attacked as "unfair and deceptive" claims that Antamine is a "competent and effective treatment" for the common cold; that it was tested and perfected by Navy doctors, and that its formula is "safe."

Complaint is similar to those lodged against Bristol-Myers Co. (Resistabs), Anahist Co. (Anahist), Whitehall Pharmacal Co. (Kriptin) and Union Pharmaceutical Co. (Inhiston).

The government is expected to resume hearings today (Monday) in Cleveland, Ohio, on charges against Bristol-Myers Co. and Anahist Co. Subsequent sessions are slated for Boston May 22 and Baltimore May 26. Hearing set for last Monday was postponed.

The Washington law firm of Dwight, Royall, Harris, Coegel and Caskey is representing the Anahist Co., while Bristol-Myers' chief attorney is Isaac Diges. Randolph W. Branch is the government attorney.

At initial hearings held in Washington, Bristol - Myers Co., whose product Resistabs FTC charges may be "harmful," entered a statement that it "cannot receive the disinterested and unprejudiced trial to which it is entitled by law" on grounds that FTC is "predisposed" to rule against the company.

Bristol-Myers Answers

Bristol-Myers officials told FTC at the hearing that its contentions are "completely erroneous and at variance from the true facts." Firm's advertising is based on "clinical and scientific investigation," officials added.

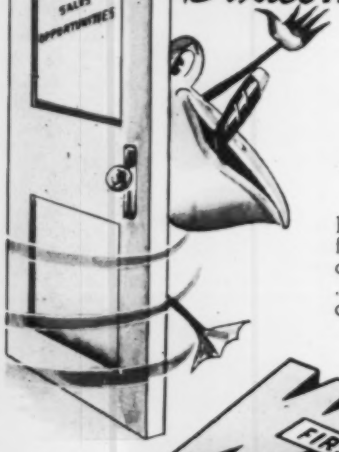
Anahist Co. told the commission that its advertising claims are based on "clinical evidence" and its product is "directed only to the relief of the cold symptoms."

The Food & Drug Administration already had indicated it has no "evidence" that the two products are dangerous when taken according to directions [BROADCASTING, March 27].

WIOD

Does More Than Get Your Foot In The Door IN MIAMI

Dixie's Newest Key Market!



BMB Study No. 2 shows ...

WIOD Has the Largest Listening Audience in The History of the Station

For detailed information and further proof of what WIOD can do for you in Greater Miami ...Dixie's newest Key Market... call our Rep

George P. Hollingbery Co.

WIOD FIRST IN MIAMI

James M. LeGate, *General Manager*

5,000 WATTS • 610 KC • NBC

Your DOLLARS ARE WORTH MORE ON WGN *than ever before!*

That's practically a miracle in these days of rising prices... *but here are the FACTS:*

	Radio Homes In WGN's Coverage Area*	Homes Available Per Dollar**
1946	3,761,000	4,178
1949	4,754,000	5,282
INCREASE	Up 993,000	Up 1,104

**These figures are based on WGN's highest time cost: Class A, 1 time, hour rate of $900 . . . the same price today as you paid in 1946 even though almost a million radio homes have been added to WGN's coverage area.

We could have used the 52 time, Class C rate to show an even more impressive number of homes available per dollar spent, but we want you to see that *your dollars are worth more on WGN—regardless of what time you buy.*

Add to all this the fact that more people listen to WGN each week than any other Chicago station.*** It's no wonder WGN carries more local retail and national spot business than any other Chicago station.

---

*Nielsen Station Area Report.

***Nielsen Annual Report — Feb.-Mar., 1946, 1947, 1948, 1949.

A Clear Channel Station... Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

The leading station in the leading

The leading market– Los Angeles County's food sales are the highest in the nation . . . $1,220,244,000 per year. In fact, Los Angeles County's volume of food sales is greater than the *combined* dollar value of such sales in the home counties of Pittsburgh, Cleveland, Baltimore and Atlanta. There are 6,950 outlets for food store products in Los Angeles County.

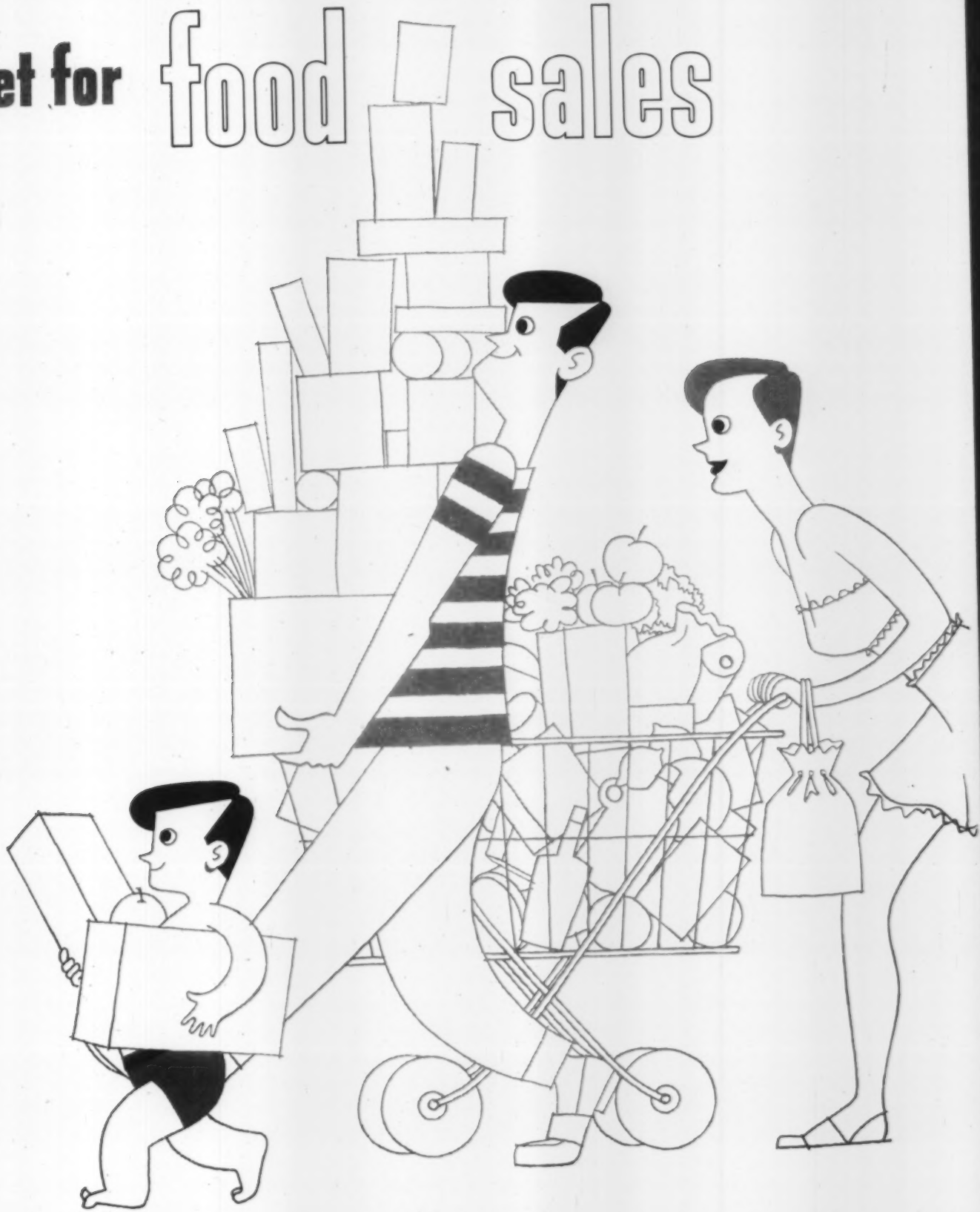
For a bigger share of the nation's biggest food market, be sure your story is told on . . .

The leading station– KNX is the most-listened-to station in Los Angeles. Says Pulse: KNX is first in twelve out of the total of eighteen one-hour time periods, Monday through Friday, including one first-place tie . . . and first in total rated time periods.

KNX | **LOS ANGELES**
50,000 WATTS
COLUMBIA OWNED

Sources:
Sales Management, May 1949
California State Board of Equalization
Pulse, January-February 1950

ingmarket for food sales



Represented by RADIO SALES

Editorial

FCC Fairness & Faith

WE'D LIKE to think the protracted silence on the subject of FCC's proposal to end "trafficking in frequencies" by banning transfers of construction permits (with certain exceptions) means it has been forgotten, though it probably doesn't.

The Commission's proposed rule [BROADCASTING, Jan. 16, Feb. 20] automatically assumes that all CP transfers involve trafficking. The assumption is ridiculous. Many permittees have legitimate and even compelling reasons for relinquishing permits before their stations are on the air. They are entitled at least to the return of their investment. Yet under FCC's proposal, forfeiture of permit would be the penalty for them no less than for the most flagrant traffickers.

The Commission makes a fetish of fairness. Licensees, it reiterates, must be fair. A review of its own fairness would seem in order. Trafficking can be handled wherever it is found, on a case-to-case basis. In fairness to itself and the art it regulates, FCC should abandon its proposal and return to a less cynical way of thinking which does not deny the existence of good faith or try to penalize it.

Nipped by Nips

IN 1945 radio broadcasting observed its 25th anniversary. It was not only the silver event for radio in the United States, but in this whole bleary-eyed world, because radio was born, nurtured and developed in the U.S.A.

About a year ahead, long-sighted broadcasters planned for the anniversary. It was obvious that one of the highlights should be a commemorative stamp. Radio was for it; philatelists were for it. But not the Post Office Dept. There were just too many arts, pursuits and industries that wanted commemorative stamps. Presumably there were such folks as the guy who ate the first oyster, the discoverer of the praying mantis, and the man who stayed for dinner. So radio went without.

In March Japan, in all its cultural splendor, issued not one, but two stamps commemorating the 25th anniversary of Japanese radio —five years after its U. S. natal year. Those Japanese transmitters were probably the originals of KDKA or of WWJ.

So American radio worries along without a commemorative stamp or a first cover. It will just keep on breaking records for radio homes, sets-in-use and dollar volume, and keep on sending worn-out transmitters to our neighbors in the Antipodes and the western world.

LAST WEEK the Securities & Exchange Commission announced top industrial salaries for 1949. Among them were David Sarnoff, RCA chairman, who in that capacity also directs the destinies of NBC, and Frank Stanton, CBS president. Gen. Sarnoff drew $200,000 and Dr. Stanton, $134,740, including bonus. One has but to scan the record of the FCC color TV hearings during the past few weeks to understand why these men have attained topmost rank. Their testimony, under strafing examination, clearly connoted leadership, vision, courage and acumen.

Rate Rape

A THREAT upon the integrity of radio's established rate structure—potentially as insidious as the stigmatized per inquiry chisel —is making its appearance.

It is the quest of the national radio advertiser, through his agency, for the special deal, going beyond rate specifications. The latest is by Chesterfield, through Cunningham & Walsh. It seeks to run its present weekly spot schedules, having specified network adjacencies, on an every-other-week basis. A number of stations report cancellation of schedules because of refusal to comply with an obvious degradation of rate structure. Many stations have held the line.

Another recent off-rate-card proposal was that of Chevrolet through Campbell-Ewald [BROADCASTING, May 1] wherein it sought availabilities for a three-minute singing commercial at a tailored rate to be arrived at by adding the five-minute and one-minute rates and dividing by two. There are a number of other examples of practices designed to get around established card units in both radio and TV. The Chesterfield approach could leave stations with odd-lot adjacencies on their hands, allowing every-other-week accounts the impact of every-week schedules.

Accounts, these days, are trying to squeeze the maximum out of every budget dollar. That, we must recognize, is resourceful business. It comes because there are more stations with which to deal, and consequent keener competition, and because buyers are seeking to ride the crest of the TV wave.

These overt thrusts coincide with a BROADCASTING TRENDS survey, reported in this issue, indicating that the nation's broadcasters expect gains in both national spot and local business. (see page 23). They also foresee gains in automotive business, now that the backlog of orders has been absorbed.

When that TRENDS survey was made—only a few weeks ago—the portents of these off-rate-card forays were not too evident.

Those rosy predicitions will go aglimmering if radio and TV permit themselves to be compromised through packaging and special dealing. Radio has achieved its success the hard way by treating all customers equitably. To deviate from that method, however great the pressures, is to undermine the economic stability of a now adult medium.

Reflections on Reflexes

YOUTH MUST BE served in all branches of the vibrant radio-television arts. Especially is this true in TV programming, where spontaneity is all-important.

But is it wise for the current crop of postgraduate, crew-cut producers to exclude so-called oldsters from staff positions, just because the latter may have "slower reflexes?" We think not.

Perhaps video would fare better today if the "boys" who have perfected split-second timing would lend an ear to "men" of proven creative ability. In most of our larger cities, many with natural ability, mellowed by years of experience, are either on-the-shelf or on-the-outside-looking-in. This is a mistake, especially since the services of these time-tested veterans of stage, screen, or radio can be obtained at reasonable figures.

Behind the scenes of *some* of our most successful video efforts you'll find an elder statesman of show business, who regards a script as a skeleton from which to develop and mold a skillful production. In view of much of the current TV fare, perhaps there's something to be said in favor of slower reflexes.

Our Respects To—

DOROTHY STIMSON BULLITT

FOR a woman who had no more than a listener's interest in radio a scant three years ago, Dorothy Stimson Bullitt, now principal owner and past president of King Broadcasting Co. (KING-AM-FM-TV Seattle), has a remarkable understanding of the problems and opportunities presented by the audio-video medium.

Not merely a stockholder, Mrs. Bullitt takes an active interest in all the station's operations. She knows what makes broadcasting—from program schedules to per-impact rate cards—and can cite chapter and verse from Hoopereports, engineers' studies or what-have-you, to prove her contention that KING not only is the leading independent station in Washington State but a contender for a top spot even over the Seattle network affiliates.

The answer to Mrs. Bullitt's grasp of the radio business may be summarized in two words — heredity and environment. Her father, the late C. D. Stimson, went to the Pacific Northwest as a pioneer from Chicago, and in the early years of the century, he established successful business activities in the lumber industry and in real estate.

Her husband, A. Scott Bullitt, practiced law in Louisville and later in Seattle, and upon his death in 1932 she became president of the Stimson Realty Co., a firm established by Mrs. Bullitt's father. She still holds this position, and from her fairly modest offices directs the management of some of the largest office buildings and other real estate properties in the Pacific Northwest.

Her recently acquired interest in radio management, however, is absorbing more and more of her energies, and today she is known to many persons in the community who are less impressed by her status as a woman realtor than with her interest in good radio.

Dorothy Stimson was born in Seattle on Feb. 5 . . . and no gentleman would press the issue further. She was educated at Mrs. Dow's School, Briarcliff Manor, in Westchester County, N. Y. She later took supplementary music courses in New York City, at the same time writing music critiques for *Opera* magazine.

Married in Seattle, Mrs. Bullitt then went to Louisville where her husband had established his law practice. They later returned to Seattle. Fifteen years after her entry into the business world via the Stimson Realty Co., she took a leading part in the formation of the King Broadcasting Co., which in 1947 bought the properties of what, up to then,

(Continued on page 40)

BMB facts provide the time buyer with badly needed coverage data on the Cincinnati market.

ALL Cincinnati stations did not subscribe. However, WSAI has all the figures.

YOU are invited to call upon us for any data you do not have. It goes without saying that we are especially pleased with our showing.

YOU will be, too, for it will prove that your choice of this station in covering Cincinnati has been both necessary and economical. WSAI, Cincinnati, Ohio, a Marshall Field station, represented by Avery-Knodel.

Management

H. A. SEVILLE, formerly manager of WEOL Elyria, Ohio, appointed general manager of WCAV Norfolk, Va. Station plans fulltime operation on 850 kc with 1 kw power effective June 1.

JOHN D. FREW, commercial manager of WKYW Louisville, for past six months, resigns to join WLOU that city, as general manager in charge of station operations and sales. Before joining WKYW he had been associated with Jerry Liddiard Adv., Glendale, Calif.

RAY D. WILLIAMS, formerly manager of WJHL Johnson City, Tenn., appointed general manager of WHIT New Bern, N. C. He previously was radio director for Prater Adv., St. Louis.

PITTSBURGH *Post-Gazette*, owner of WWSW and WMOT (FM) Pittsburgh, moves New York office to 511 Fifth Ave., New York 17. Telephone is Murray Hill 7-1155-6.

WALTER NIEMAN, formerly manager of WLIV (FM) Providence, R. I., and program director of WDEM same city, appointed manager of WDEM.

JACK KENT COOKE became sole owner of CKEY Toronto, with recent transfer of number of shares approved by Dept. of Transport, Ottawa. He bought station and became majority shareholder five years ago.

LONE STAR CHAIN, Texas regional network, moves Dallas office to 3012 Douglas St. **H. H. (Pat) Dunavan** is manager. New phone number is Lakeside 1041.

VELMA BOYCE COLLINS resigns as private secretary to **Martin B. Campbell,** general manager of WFAA Dallas, to become private secretary to **Fred McCabe,** Southwest division manager of UP at Dallas. Succeeding Mrs. Collins at WFAA is **PAT McCARLEY.**

DAVID ADAMS, NBC assistant to executive vice president, is the father of a boy, born May 4.

Respects

(Continued from page 38)

had been KEVR (AM only) Seattle.

"My interest in radio," Mrs. Bullitt says, "was in its possibilities and in the service a station could render to the community and still be a sound investment. I have a firm belief that both can be done. There need be no conflict between running a commercial station and rendering public service."

At the outset, Mrs. Bullitt was president of the company, with Henry B. Owen as vice president and general manager. Then, in the spring of 1949, when Hugh M. Feltis was appointed as station's manager fresh from his national experience as BMB president, Mr. Owen became president of the company and Mrs. Bullitt stepped down to vice president. "They wanted to make me chairman of the board," she says, "but there was no such title, and I didn't think it was worth the trouble to create it."

The spring of 1949 was a busy time for KING. The appointment of Mr. Feltis, the increase in power from 10 to 50 kw, and the addition of an FM affiliate, all occurred in the space of a few weeks. Then, effective Aug. 20 of last year, KING took over operation of the state's only television station, which had been established less than a year before as KRSC-TV Seattle.

KING-TV is now on from late afternoon through the evening, seven nights a week. This regular schedule is supplemented by special daytime coverage of such events as a high school basketball tournament, and at the other end of the broadcast day, the station likewise stays on if the situation warrants. An example was the recent telecasting of what is believed to be the longest professional tennis match in history, for the March of Dimes. The match continued until midnight, and KING-TV stayed with it. As Mrs. Bullitt put it, "We don't go off the air if we've got something to do."

On the radio side, the program pattern emphasizes sports, music, children's programs and public service. Actually, while the AM and TV operations are separately staffed and scheduled, many of the same policies obtain on both.

"To do the best possible job for children," Mrs. Bullitt says, by way of example, "we called in people interested in better programs for children." The consultants included representatives of the school system, the Seattle Public Library, the PTA and other organizations. One result was *KING's Circus*, built as a sustaining feature and launched last September.

Preliminary Work

For two months before the broadcasts started, it was promoted by cooperating groups through all available media, including some that the station itself would have been unable to reach. An announcement that the show was approved for children's listening went to 60,000 youngsters, with posting on bulletin boards in every school classroom.

For children's programs on television, Mrs. Bullitt explains the same machinery is being used, with the committee passing on serial films and other programs. *Time for Beany* was promoted through the same channels as *KING's Circus*, even though the video show is sponsored locally by Buchan's Bread. Neither Mrs. Bullitt nor the cooperating agencies see any inconsistency in pushing as public service a program which has a sponsor.

Mrs. Bullitt also cites as an example of KING-TV policy the station's recent action on the *Encyclopedia Britannica* film about atomic power, *Where Will You Hide?* [BROADCASTING, April 10]. After consultation with the mayor, the Episcopal Bishop, representives of the American Assn. for United Nations, and other leading citizens, the station postponed its scheduled telecast of the film until they were able to arrange, in cooperation with the U. of Washington Adult Education Division, a thoughtful discussion to round out the program into a full-hour presentation.

"This approach does more than a public service," Mrs. Bullitt explains. "It will sell television sets to people who realize that the medium is more than a gadget for screening wrestling matches." Her theory is that special programs must be built for the type of person who turns on a set only when there is a particular program he wants to hear or see.

Competition's Benefits

Mrs. Bullitt is not at all afraid of competition. The launching of new television stations in the Seattle market, she believes, will help KING-TV by helping sell additional sets, although it will necessarily, in her opinion, dilute the program content of each station.

Television requires a technique of its own, she contends. It is not like radio, the movies or anything else, and just as the early broadcasters found that they could not carry drama to the radio intact, so acting techniques and other television requirements are different from all other media.

Will television eventually replace radio? Mrs. Bullitt is convinced it will not. KING entered television because the management considered video a companion medium to radio, but she believes some people will always prefer one medium to the other.

"The sales possibilities in television are tremendous," Mrs. Bullitt believes. "Radio has been wonderful for brand names and for institutional selling, but for *items*, television is clearer."

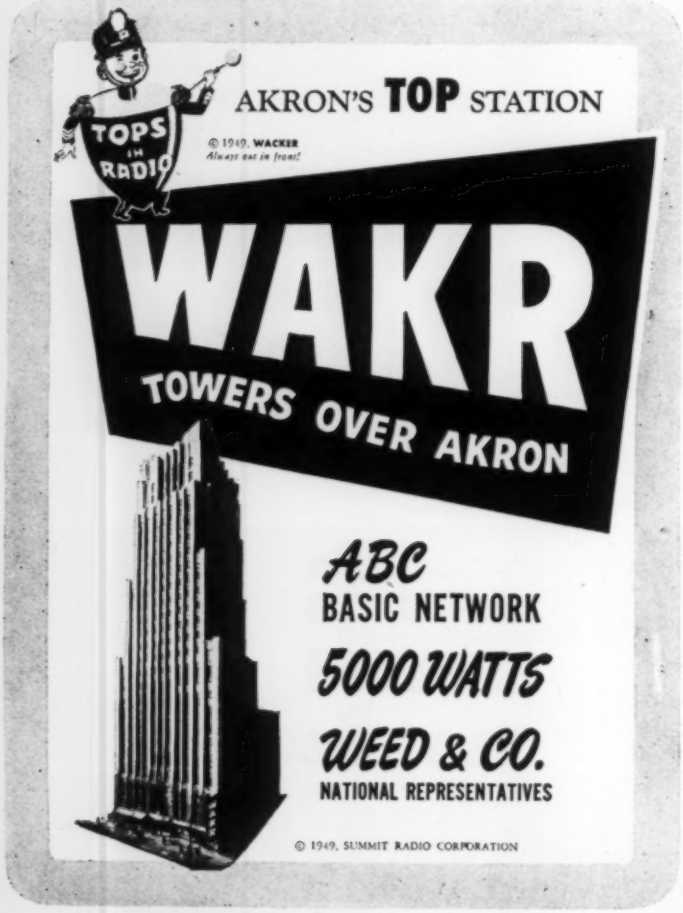
Mrs. Bullitt is a member of the Assn. of Women Broadcasters, the Sunset Club and the Seattle Golf Club. She is also active on behalf of the Seattle Art Museum, the Children's Orthopedic Hospital, the Community Chest and other community service enterprises. In 1945, she was named by the Seattle Business and Professional Women's Club as "First Woman of the Year."

War Service

During the war, she was chairman of the Civilian Defense Volunteer Office, a member of the original executive committee of the Washington State Defense Council, a national committee member of the American Red Cross, and chairman of the board for the Service Women's Club, an organization started by a group of Seattle women who bought and furnished a clubhouse with dormitory facilities for enlisted girls.

Her three children are Stimson, an attorney, and Priscilla (Mrs. Josiah Collins), both of Seattle, and Harriet (Mrs. William Brewster) of Boston.

Mrs. Bullitt's hobbies are music and gardening—and she never misses an evening watching television when she's at home.



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That's why we urge
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_____ SERIES **H** HAWAIIAN MUSIC

_____ SERIES **N** NOVELTIES

_____ SERIES **R** RELIGIOUS MUSIC, GOSPEL SONGS, HYMNS, SPIRITUALS ORATORIOS, ANTHEMS

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RADIO STATION _____ CITY AND STATE _____

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SCREEN PUBLICISTS

Seek Pay Raise From CBS

PAY INCREASE of 25% is being asked of CBS Hollywood by Screen Publicists Guild for 12 press information publicists and two sales promotion staff members. The increases would become effective June 30 and were presented at reopening of contract negotiations with the network.

The guild seeks wage increases from the basic $77 to $96.25 for the press information staff; $90 to $106.25 for the sales promotion staff, and a general 25% increase for members in those departments making over the base.

Percy Atkinson

PERCY ATKINSON, 64, advertising copywriter for the Kudner Agency, New York, died last Monday. In 1912 Mr. Atkinson joined the advertising department of Hearst Publications where he stayed until 1922. For the next five years he headed the advertising promotion department of MacFadden Publications. After that he was publisher of the *New York Graphic*, then left to join the advertising agency field. In 1943 he joined Kudner Agency, New York, as copywriter. Surviving are his widow and a daughter, Mrs. A. J. Kelly.

Sell

Ohio's third largest market

with

WFMJ

5,000 watts AM

and

50,000 watts FM

WFMJ

1390 AM – 105.1 FM

Youngstown, Ohio

Headley-Reed Co.

national representatives

Commercial

ROBERT BURNS, formerly with commercial department of WRFD Worthington, Ohio, appointed commercial manager of WJZM Clarksville, Tenn.

JOHN S. ALLEN joins WTVJ (TV) Miami, Fla., as business manager. He was formerly general sales and business manager of WMIE Miami, going there from WAPX Montgomery, Ala., where he was vice president and general manager. He also was formerly with WHBB Selma and WCOV Montgomery, both in Alabama.

STANLEY SMITH, former account executive for WMGM New York and MGM, joins TV sales staff of ABC.

CHARLEY STANDARD, client service executive for A. C. Nielsen Co. for past four years, joins NBC Chicago as TV network salesman.

RUDY RUDOLPH, KECA-TV Hollywood account executive, is the father of a boy, Gerald Jay, born May 4.

RUTH DICKENS, assistant to commercial manager of KVOO Tulsa, Okla., installed as president of Pilot Club of Tulsa, classified service club for business and professional women.

MICHAEL SWEENEY, on staff of WJZ New York spot sales, is the father of a girl, Marcia Pegeen.

WILLIAM K. TREYNOR, account executive at WOIC (TV) Washington, appointed to publicity committee of Washington Advertising Club's "1950 Jamboree."

CANADA-U. S.

UHF-VHF Coordination Set

INFORMAL administrative procedure for coordinating VHF and UHF frequency assignments with the Canadian Dept. of Transport has been announced by FCC. Assignments to civil fixed and mobile services operating between 30 and 3000 mc are involved.

FCC said the purpose is to enable the CDT and the Commission to determine, in advance of making assignments to stations not previously authorized to use certain frequencies, whether a proposed assignment would interfere with or receive interference from a previous assignment in the other country. Objective is to take all voluntary measures possible to avoid serious interference developing between the rapidly expanding U.S. and Canadian radio services in the VHF and UHF and consequent undue hardship on station licensees.

The procedure of notification adopted is in no sense a frequency allocation agreement, FCC explained, and does not alter the Commission's rules or application procedure. No compulsion is involved in the agreement and all frequencies will continue to be available as heretofore allocated.

TV AIDS RADIO

Set Dealers Heavy Spot Users

ONE of the most dramatic spot developments within the past year has been television's unprecedented use of radio to sell its product. TV retailers have emerged in that period as one of radio's firmest group of supporters.

In New York where a representative situation obtains, nearly a dozen television retailers are spending as high as $15,000 a week every week to exploit their sets locally.

Leader in the use of radio in the New York area is the Muntz group of stores which purchases 40 to 45 hours of broadcast time a week at a cost of close to $750,000 a year.

Dynamic Stores, distributor for Majestic and Admiral sets in the locality, uses 35 hours a week on radio, spending close to a half million dollars to exploit its wares.

Vim Budgets

Vim Stores, which, like the others, merchandises an extensive list of other products, has nevertheless appropriated 25% of its overall advertising budget to plug its single line of Electromatic TV sets on radio.

Rounding out the Big Four, the Times Square Stores, BROADCASTING learned, are using two hours daily, seven days a week to promote GE Black Magic sets.

Muntz, Dynamic and Times Square promote the "free home demonstration" on the air. Advertisers are reluctant to reveal the exact number of "leads" received from radio advertising but one executive admitted that the calls into radio stations have been plentiful. He also said that once a television set is placed in a home —as a result of the lead call—it is an almost certain sale.

Another point that the same executive revealed to BROADCASTING was that if the sale of TV sets should fall off during the summer months the stores plan to retain the time to plug their "white goods," such as washing, and dish washing machines, stoves and refrigerators.

Muntz' Technique

Norman Boggs, executive vice president of WMCA New York, told BROADCASTING that "Muntz as local originator of the home demonstration idea deserves credit for the creation of a new system of merchandising. Not only is it dramatic but it is successful. It has opened a whole new method of publisher selling in the home.

"There is no doubt in my mind," said Mr. Boggs, "that there will be a continued substantial amount of business on independent stations that will be the result of this kind of merchandising."

Muntz-TV Inc. sponsors programs on the following stations: WMCA WINS WMGM WOV WOR, all in New York and WAAT Newark.

Dynamic Stores are using WMCA WNBC WOR WMGM WNEW, all in New York and WVNJ Newark.

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Vim Stores located in New York and Brooklyn are using spots and programs on WOR WCBS in New York, and on WAAT Newark, and WPAT Paterson, N. J.

Times Square Stores are using one hour, seven times weekly on WMGM New York and one hour, seven times weekly on WVNJ Newark.

BASEBALL ISSUE

Springfield Case Settled

HAMPDEN BREWING Co., sponsor of the Springfield Cub games on WHYN Holyoke, Mass., and the Springfield Cubs bought newspaper ads in the Springfield *Daily News* and *Union* and in Hartford and Pittsfield papers fortnight ago to announce that as far as they were concerned "broadcasting of major league games is free to come back."

The ads were placed in the aftermath of the lifting of the ban by the Springfield Cubs, which had asserted their right earlier under organized baseball's rules to forbid any station within 50 miles from carrying major league games while the Cubs were playing at home. The right to continue to broadcast major league ball games was granted April 27 [BROADCASTING, May 1] when the club reversed its decision.

Lawrence A. Reilly, president of WTXL West Springfield, Mass., and a major objector to the ban, said "there are no hard feelings following the lifting of the ban. We are all behind the Cubs. We think their coming to Springfield is a great thing for this area." The change in the club's decision now will allow WTXL to continue to broadcast the home night games of the Boston Red Sox and Braves.

ADVERTISING CODE

SCBA Sets Sales Rules

THREE-POINT code on direct sales advertising was adopted recently by the board of directors of Southern California Broadcasters Assn. for recommendation to all radio stations.

Points include (1) station shall satisfy itself on both quality and price of each product accepted for advertising; (2) stations shall exercise continuing surveillance over advertising copy to see that it conforms to policy, after initial examination and acceptance of product; (3) station shall demand from advertiser right to return money of any dissatisfied purchaser, and deduct that amount (sum remitted) to advertiser, to retain confidence of listener in station.

ELECTRONICS MEET

Industry Pools Ideas

IDEAS and techniques of the entire electronics components and equipment industry were thrown into a common pool last week as nearly 800 representatives of manufacturers and government held a symposium in Washington.

Meetings were held Tuesday through Thursday at the Interior Dept. Auditorium under sponsorship of Radio Mfrs. Assn., Institute of Radio Engineers and American Institute of Electrical Engineers with active participation by the U. S. Dept. of Defense and the National Bureau of Standards.

Though much of the emphasis was placed on the need of developing electronic gear of maintenance-free type for the military, speakers representing all branches of the manufacturing industry pointed to the need of reliability in radio and television receivers and other civilian products.

At the conclusion of the three-day meeting it was agreed among the delegates that notable progress had been made toward improving the design and performance of electronic gear. This progress will be reflected in the techniques and material used by component manufacturers and equipment builders, with the overall goal of improved performance all through the electronics field.

Meeting Termed 'Milestone'

F. J. Given, of Bell Telephone Labs., chairman of the symposium committee, termed the meeting "a milestone marking the cooperation of electronics manufacturers in the affairs of industry and government." Broadcasting, television, industry in general and the military serve to profit by this cooperation, he said.

Mr. Given described the symposium as the first exclusive meeting on the basic performance of components and pointed to the need for better materials as well as approved design.

F. R. Lack, of Western Electric Co., New York, said much electronic equipment lacks dependability. The average broadcast receiver is adequate for the job it has to do, Mr. Lack said, but this is not true all through the equipment field. He said customer influence is forcing dependable gear and proposed the same engineering philosophy be brought to bear on electronics equipment that has built reliable power plants, bridges and similar devices.

L. V. Berkner, of the Carnegie Institute of Washington, said the maintenance problem facing the military is staggering. He suggested military electronic gear must be built henceforth to perform its full life without any maintenance. "The failure of a single vacuum tube may lose the next war," he suggested.

Set Manufacturing Cited

R. F. Rollman, of Allen B. DuMont Labs, said TV receiver manufacture is becoming big business. In view of the high price of sets, he added, the customer is entitled to good equipment as well as reliable and economic performance. He declared the average TV receiver contains 417 electronic and 556 mechanical components and components manufacturers must share the responsibility of producing reliable receivers.

Mr. Rollman urged manufacturers to adopt "quality programs" designed to improve their products. He said a high-quality product is not necessarily expensive. Quality programs have been established in the tube industry and are breaking ground in the rest of the electronics field, he said, adding that the whole manufacturing industry has a responsibility to its 15 million annual customers.

Joining these speakers in the discussion of dependability were D. E. Noble, of Motorola Inc.; P. K. McElroy, General Radio Co., Cambridge, Mass., and C. R. Banks, Aeronautical Radio Inc. All appeared on the Tuesday morning program.

C. Brunetti, Stanford Research Institute, Stanford, Calif., presided at the Tuesday afternoon session on unitized design and fabrication techniques. Mr. Brunetti pioneered the printed circuit technique while at the Bureau of Standards.

Mr. Given presided at a Wednesday morning session on production and types of components. S. H. Watson, RCA, presided Wednesday afternoon. The components discussion concluded at a Thursday morning session with W. G. Dow, U. of Michigan, presiding. This meeting dealt with tube design and types.

Ernest Weber, Polytechnic Institute of Brooklyn, presided at the Thursday morning panel discussion and open forum.

* * *

ELECTRONIC engineering group at Washington symposium (l to r): L. V. Berkner, Carnegie Institute; F. J. Given, Bell Telephone Labs., chairman of symposium committee; F. R. Lack, Western Electric Co.; C. Brunetti, Stanford Research Institute; Dixon Lewis, Aluminum Co. of America; A. V. Astin, Bureau of Standards.

QUARTET at electronic component symposium (l to r): D. E. Noble, Motorola Inc.; E. D. Cook, General Electric Co.; R. F. Rollman, Allen B. DuMont Labs.; Robert F. Field, General Radio Co.

Upcoming

May 22-23: CBC board of governors, Ottawa.

June 1-4: Assn. of Women Broadcasters seventh annual convention, Hotel Cleveland, Cleveland.

June 5: Pennsylvania Assn. of Broadcasters annual membership meeting, Bedford Springs, Bedford, Pa.

June 5-8: Radio Mfrs. Assn. convention, Stevens Hotel, Chicago.

June 17: Second annual Radio News Editor's conference, Kent State U., Kent, Ohio.

June 19: NAB Board indoctrination, NAB Hdqrs., Washington.

June 20-22: NAB Board of Directors, NAB Hdqrs., Washington.

June 22: Eighth annual Stanford-NBC-Radio - Television Institute opens, Stanford U., Palo Alto, Calif.

June 22-23: Kentucky Broadcasters Assn., Hotel Seelbach, Louisville.

June 25-29: Advertising Assn. of the West convention, Ambassador Hotel, Los Angeles.

June 25-July 1: WKY-TV Oklahoma City Television Clinic, U. of Oklahoma, Norman.

June 30-July 2: Catholic Broadcasters Assn., U. of St. Louis, St. Louis.

Aug. 10-13: AFRA convention, Sheraton Hotel, Chicago.

Aug. 30-Sept. 2: Western Assn. of Broadcasters, and directors meeting, Canadian Assn. of Broadcasters, Jasper Park Lodge, Jasper, Alta.

Oct. 22-24: 10th District convention of Advertising Federation of America, Amarillo, Tex.

Nov. 16-18: National Assn. of Radio News Directors convention, Hotel Sherman, Chicago.

RADIO SALARIES

SEC Lists Network Executives

THE highest paid executives of three networks—ABC, CBS and NBC-RCA — were revealed last week in stockholders reports filed and made public by the Securities & Exchange Commission.

Brig. Gen. David Sarnoff, chairman of the board, RCA, received a salary in 1949 of $200,000. Niles Trammell, NBC chairman of the board, was paid $100,000 in salary and Frank M. Folsom, president of RCA, received $100,000.

At CBS, William S. Paley, chairman of the board, was paid $100,000 salary. Frank Stanton, president, received $100,000 salary and a bonus payment of $34,740. Joseph H. Ream, executive vice president, had $50,000 salary and an $11,977 bonus. Edward R. Murrow, director and counselor on public affairs, received $121,944.

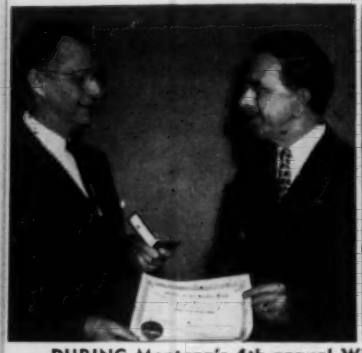
According to the information filed at the SEC, Mr. Paley received $28,269 more than he did in 1948 and Mr. Stanton was increased $24,941 over the preceding year.

ABC's highest paid official was Mark Woods, vice chairman of the board, who received $75,000. Robert E. Kintner, president of the network, was paid $50,000 and Charles C. Barry, vice president (also see Barry appointment story, page 24), received $36,666, an increase over 1948 of $7,916.

Figures were not available for Edward J. Noble, chairman of the board, ABC, who owned 901,667 shares of ABC common stock—53.38% of the total stock—as of last December. SEC pointed out that figures are not broken down for salaries, including bonus and commission payments, which did not exceed a total of $25,000.

RECENT "agency open house" at WMBM Miami Beach, Fla., was occasion for discussion of broadcasting by this group. L to r: Dick Parker, WMBM commercial manager; Harold Herman, Public Relations Assoc.; Hank Bernacki, Robert E. Clarke Assoc.; Bob Schwartz, Sid Gorschov Agency; Charley Friedlander, Advertising Trade Service; Bob Lipton, Chambre Advertising Agency; Les Stern, Roland-Bodee Agency.

COL. B. J. Palmer (r), president of WHO Des Moines, receives the Order of the Golden Plow from Mayor Heck Ross of Des Moines. Col. Palmer was the 15th notable to be awarded the Golden Plow.



DURING Montana's 4th annual Winter Fair at Bozeman, KXLQ and the Z Network bought Pinkey, 1,070-lb Hereford steer and champion of all the cattle shown, for $1 a pound. With Pinky are (l to r) Toby Orr, Cameron, Mont., Hereford breeder, and Ernest Neath, KXLQ manager.

FAREWELL gathering at Pennsylvania Station, New York, marked the departure of the RCA special train which is taking the NBC Symphony on a nationwide tour. Saying their adieux to Conductor Arturo Toscanini (center) are Frank Folsom (l), RCA president, and Brig. Gen. David Sarnoff, RCA board chairman.

WITH cake bearing the words "We Knew You Were Coming So We Baked a Cake," the Andrews Sisters welcome back Bob Crosby to CBS *Club 15*. L to r: A. E. Joscelyn, CBS Hollywood; Maxene and Patty Andrews; Mr. Crosby; LaVern Andrews; Arthur Bailey, of Ward Wheelock, agency for Campbell Soup, sponsor.

CHICAGO Assn. of Commerce and Industry, through Leverett Lyon (r), chief executive officer, gives Don McNeill (center), star of ABC's *Breakfast Club*, a distinguished service citation on the latter's 5,000th broadcast. At left is John H. Norton Jr., ABC Central Division vice president.

KSTP STRIKE

Normal Operation Claimed, Picketing Continues

MANAGEMENT of KSTP-AM-TV St. Paul-Minneapolis continues to claim "operation normalcy" despite a 24-hour daily picket line by IBEW technicians and refusal of 13 AFM musicians to pass it.

Twenty-one technicians, members of the International Brotherhood of Electrical Workers, went on strike more than five weeks ago after eight months of sporadic negotiations for a wage increase. Except for WCCO Minneapolis, which has a New York union contract, KSTP was the only station in the Twin Cities not to settle for a rate hike after the conferences, union officials report. Stanley Hubbard, president and general manager of the 50 kw NBC station, said he rejected wage increases because the men made "between $95 and $110 weekly, about $12 more than our nearest competitor."

Technicians claim they returned to work shortly after the outset of the strike, offering to negotiate again, but say they were locked out by management. They are maintaining the picket line, in which they have been backed by Minneapolis and St. Paul American Federation of Musicians locals. KSTP musicians, members of both AFM locals, are expected to remain off duty until settlement with IBEW.

George Merk, president of the Minneapolis Musicians Assn. (the Minneapolis local), and member of the state legislature, says the AFM made its supporting decision after approval of the policy committees (central labor unions) of both cities, the Trades and Labor Assn. of St. Paul and the Minneapolis Central Labor Union. Both unions are in the AFL.

Johnson Follows

Cliff Johnson, IBEW international representative, is in Minneapolis to follow developments. He and Mr. Merk reported dismissal of injunction proceedings brought by Mr. Hubbard a fortnight ago, when the station manager objected to pickets parading away from the station to in front of an armory from which a remote wrestling show was being telecast by KSTP-TV. Mr. Hubbard claimed this was a violation of Minnesota's anti-secondary boycott law, but the judge ruled that any such remote was an integral part of the KSTP-TV operation and could be picketed legally.

Mr. Hubbard, keeping what he calls "an open shop," has replaced 16 of the technicians with non-union men. He continues to use live music and has cancelled no music programming. He reports no curtailment of any part of the operations as a result of the dispute, and expects the picketing to continue "indefinitely."

Although "I am not against unions, I do believe radio cannot exist with all these unions putting the bite on us for more money," Mr. Hubbard asserted late Thursday. "We don't believe in letting the unions make a racket out of it." He says he paid technicians' wages for non-technical union members, defining the latter as men without formal electronics schooling.

Mr. Hubbard denied published reports about complaints of KSTP sponsors and loss of contracts.

Because of Board of Education policy, school children have been denied permission to cross picket lines for appearances on shows. This has not affected programming because school shows are off for the summer, he said.

HONOR McGRATH

Cited By Syracuse U.

WILLIAM McGRATH, general manager, WHDH Boston was given the annual station management award for alumnus of Syracuse U. during the observance of Annual Radio Day May 10 at the university. The award was presented by Dean Kenneth G. Bartlett, director of the Syracuse Radio and Televi-sion center.

Afternoon program included talks by Mr. McGrath, Dr. Millard Faught, president of Faught Research, and Curtis Canfield, NBC television producer. General topic under discussion was the "Future of Radio, Television and Phonevision." In the evening the university conducted its first telecast from the new campus studios of WSYR-TV Syracuse, with Jack Carter, NBC comedian, as master of ceremonies.

WSYR-TV, owned by Central New York Broadcasting Corp., is on Channel 5 (76-82 mc). Col. Harry Wilder is president of WSYR-AM-FM-TV.

Following the show the second annual Radio and Journalism banquet heard William S. Hedges, NBC vice president in charge of integrated services, speak.

Chesterfield Switch

LIGGETT & MYERS Tobacco Co., Chesterfield cigarettes, will replace the *Bing Crosby Show*, CBS, Wed., 9:30-10 p.m., with *ABC's of Music*, in the same time slot beginning May 31. Summer program will star Robert Q. Lewis. Cunningham & Walsh Inc., New York, is the Liggett & Myers agency.

KVVC Reorganization

KVVC Ventura, Calif., licensed to KVVC The Voice of Ventura County, has filed a petition for reorganization under the Bankruptcy Act in Los Angeles Federal Court. No schedule of liabilities and assets has been filed. William H. Haupt, Los Angeles attorney, is corporation president and general manager.

RMA REORGANIZES

Set for June 5-8 Meet

REORGANIZATION of Radio Mfrs. Assn. into Radio & Television Mfrs. Assn. is scheduled at RMA's 5-8 at the Stevens Hotel, Chicago. annual convention to be held June Wayne Coy, FCC chairman, will speak at the annual banquet June 8.

Membership interest is centered in the proposal to name a paid president of RMA, with over a score of names said to be under consideration. Screening of candidates is in charge of RMA's Organization & Services Committee, headed by Jerome J. Kahn, Standard Transformer Corp.

The Kahn committee met Wednesday to review the reorganization problem and consider by-laws amendments permitting a paid presidency with $50,000 salary. The committee first approached Gen. Lucius B. Clay, former head of American forces in Europe, but Gen. Clay accepted board chairmanship of Continental Can Co. [BROADCASTING, May 1].

Delay Seen

Due to embarrassment because of premature publicity on the proposal to Gen. Clay, the Kahn committee members refused to discuss what happened at the Wednesday meeting. It was inferred in some quarters that the nomination of a president might be delayed some weeks or even months.

Present president of RMA is Raymond C. Cosgrove, who serves as an honorary officer. Under the proposed by-laws change the top honorary post would go to a board chairman. Bond Geddes, executive vice president, general manager and secretary, will retire from RMA Aug. 1 after 23 years, continuing in an advisory capacity.

Chicago convention proceedings open Monday, June 5 with meetings of RMA sections. Tuesday the Excise Tax Committee will review the tax situation. The House Ways & Means Committee has opposed White House proposal to place a new excise tax on TV receivers. Committee chairman is Joseph Gerl, Sonora Radio & Television Corp. Other committees will meet Tuesday morning.

In the afternoon the Advertising Committee will meet under chairmanship of Stanley H. Manson, Stromberg-Carlson Co. Among topics on the agenda will be the plan to draw up a new formula for celebration of National Radio & Television Week in cooperation with NAB and the U. S. Junior Chamber of Commerce. Other committees, sections and groups will meet. On the afternoon schedule is a session of Mr. Kahn's Organization & Services Committee.

Division and committee sessions will be held Wednesday morning. The board of directors will meet informally at luncheon with committee members. At 2 p.m. Mr. Cosgrove will preside at a meeting of the board.

Annual membership meetings of the divisions will be held Thursday morning, with joint membership luncheon to follow. Presiding at the luncheon will be Messrs. Cosgrove and Geddes. Chairman Kahn will report to the membership on his committee's organization and presidential actions.

The new RMA board will meet at 3 p.m. Chairman Coy will speak at the annual banquet, scheduled at 7:30 p.m. Presiding will be Leslie F. Muter, Muter Co., Chairman of the RMA Banquet & Convention Committee.

Friday's agenda is built around the annual Radio Industries Golf Tournament at Calumet Country Club. Luncheon and dinner are planned at the club.

CEREMONY making Jim Connally (l), of ABC's advertising department, an honorary member of the Kiowas, Oklahoma Indian tribe, is conducted by Chief Saunkeah and his wife. Occasion was Mr. Connally's visit to KTOK Oklahoma City when he was honor guest at a KTOK staff dinner. He was given the name of Chief Goom-Tau-Ta-Ke-Ah which, appropriate to Mr. Connally and his calling, means "He who gives word from air."

PROETZ AWARD

Edythe Melrose Honored

EDYTHE FERN MELROSE, known to her WXYZ-AM-TV Detroit listeners and viewers as "The Lady of Charm," has been awarded first prize in the radio division by the Erma Proetz Award Committee in St. Louis, it was announced last week. The awards are made annually to the leading women in the fields of radio, magazines and newspapers.

The award, the committee stated, was based primarily on the fact that Miss Melrose has been the only woman to build and operate a radio and television testing home with capital created by her work in the radio field. The testing home is called the "House of Charm" and is located in suburban St. Clair Shores.

1886 Louis K. Lear 1950

LOUIS K. LEAR, 64, president and treasurer of the Queen City Broadcasting Co. from 1935 to 1946, died in Seattle May 1. At the time of his death, he was chairman of the board of directors of the company, licensee of KIRO Seattle.

Born in Iowa, Mr. Lear had gone to Seattle 45 years ago, and was active in business and civic affairs there. A long career in banking was climaxed with his election as a member of the board of directors and a vice president of the Seattle Trust and Savings Bank, a post he held until his death. He also was at one time a member of the Seattle Advisory Board of the Reconstruction Finance Corp.

Active in Civic Affairs

Active in community affairs, Mr. Lear was a member of the three-man Municipal Transportation Commission, having been appointed by Mayor William F. Devin in 1947. Prior to this service, he had been chairman of the City Planning Commission for seven years, and had also served on the city's Charter Revision Commission.

In addition to operating KIRO Seattle, the Queen City Broadcasting Co. is majority stockholder in the Boise Valley Broadcasters Inc. (KDSH Boise) and a minority stockholder in the Symons Broadcasting Co. (KXLY Spokane).

Mr. Lear's survivors include his widow, Mrs. Ruth C. Lear; a daughter, Mrs. Albert C. Thompson Jr., of Bellevue, Wash.; a brother, Harry Lear; a sister, Mrs. William Mertens; and two grandchildren.

Armed Forces Day

FOUR major networks and The Advertising Council will cooperate in the observance of Armed Forces Day May 20, a salute to all the military services, Charles Dillon, chief, Radio-TV Branch, Office of Public Information, Dept. of Defense, announced last week. This is the first combined observance, Mr. Dillon said.

MOBILIZATION PLAN

Truman Urges 'Czar'

A "CZAR" to oversee the nation's war mobilization program, including responsibility for the role of communications in the event of an emergency, was urged by President Truman last Tuesday in a plan sent to Congress involving the National Security Resources Board.

The President proposed that all present functions now vested in the board, comprising members of the Presidential cabinet, be transferred to the chairman; that the members serve as an advisory unit to the chairman; and that a vice chairman be appointed.

W. Stuart Symington, recently-named head of the resources board and former secretary of the Air Force, would hold the "czar" post under the recommendation sent to Congress. It would become law July 8 unless vetoed by either house of Congress. The recommendation was referred to the Senate Executive Expenditures Committee.

Authorities felt there was little prospect for early action on the President's plan.

Many Plans Offered

The committee currently is processing a host of other reorganization plans, including one on FCC (see separate story), which require Senate or House veto by May 23 or they become law.

Overall communications and civil defense planning have been coordinated by the NSRB since June 1949. Among them is a proposed wartime key AM-TV-FM emergency radio network, blueprint for which is slowly being evolved [BROADCASTING, Feb. 27, Nov. 21, 1949].

Mr. Symington thus would direct mobilization activities of the NSRB; the Munitions Board, which is handling electronics and other equipment requirements in cooperation with Radio Mfrs. Assn.; the re-established Office of Civilian Defense headed by Dr. Paul J. Larsen; and a host of other participating agencies, including FCC, Post Office Dept.; Treasury Dept., etc.

CPB Group Studies

The President's temporary five-man Communications Policy Board [BROADCASTING, Feb. 20] also is expected to study the utilization of communications for emergency use as part of its overall investigation.

The proposed vice chairman would be appointed from civilian life, as an additional board member, at an annual salary of $16,000 and perform certain of the duties of the chairman.

Senate Fight Seen

(Continued from page 25)

his colleagues in the selection of heads of major units; assign business among personnel and administrative units, and direct the use and expenditure of the Commission's funds.

The plan becomes effective May 23 unless voted down by one House of Congress. A majority of the Senate—49 votes, not merely a majority of those present—is necessary to defeat it. Theoretically the House could act if the Senate fails to do so, but there have been no indications that it will.

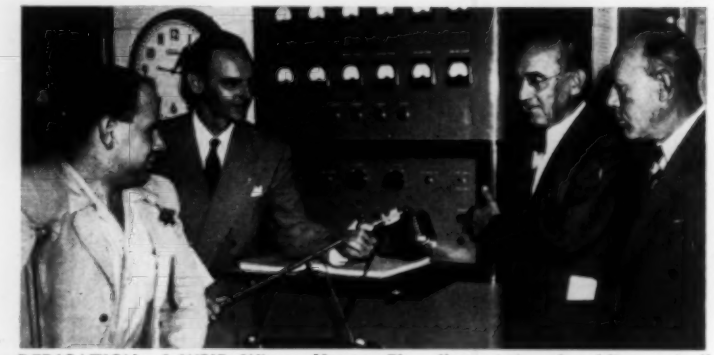
It was understood that Sen. Johnson would bring the subject up for floor debate Wednesday. In any event, Senate Majority Leader Scott Lucus has assured Sen. McClellan the proposal will be "considered" and will not become law through default, it was reported. If Sen. Johnson does bring up resolution, it was learned, the little-used cloture rule would probably be used limiting debate to three hours.

Opponents have variously characterized the plan as "an executive invasion of the legislative branch," and feel it would create a "one-man agency." Advocates, who included FCC Chairman Wayne Coy and Comr. E. M. Webster, feel it would relieve Commission members of day-to-day administrative details by transferring them to the Chairman, thus expediting commission activity.

Sen. Ferguson told Senate colleagues that "it is important to make certain radio does not fall under the thumb of a dictator." He felt the "possibility of such a sad result is so alarming as to justify a complete examination of this reorganization plan and in fact a reexamination of the whole work of FCC and its policies in regulating radio."

Chairman All-Powerful

Under the Truman plan, he declared, it is obvious the Chairman in nearly all cases "will be able to carry his ideas over any opposition which minority members of the Commission may offer." It has the potential effect, he charged, of making FCC a "one-man agency" and would invalidate its bi-partisan character.



DEDICATION of WSIR Winter Haven, Fla., "to continued public service" highlighted the MBS affiliate's third anniversary observance last month. Participants in the dedicatory ceremony included (l to r): Program Director Dick Eyrich, Manager Larry Rollins, Mayor L. H. Recker, who re-started the transmitter after 15 seconds off the air, and Chamber of Commerce President John W. Dame.

Sen. Ferguson noted sharp division within the Senate Executive Expenditures Committee on the plan with respect to its general conformance to the Hoover Commission report, and said it contains a concentration of authority, "especially vital in any agency that is of necessity so reliant upon its technical staffs as is the FCC, which goes far beyond the purposes of efficiency . . ." He observed:

FCC's Legal Staff

The Senate has already taken cognizance of the peculiar reliance upon its legal staff in the FCC. The Senate has unanimously approved S 1973, which has the effect of stripping the Commission's legal staff of some of its tremendous unseen influence in the workings of the Commission by creating independent legal counsel to assist the individual Commissioners in the discharge of their duties. It is not without signficance, as revealing a jealous determination to preserve the influence now exerted by the Commission's legal staff, that S 1973 has been vigorously opposed in the House. It is an open secret that the Sadowski Bill, to substitute for S 1973 in the House, was written by the Commission's legal staff to preserve and protect its present prerogatives.

The FCC today is widely known to be dominated by the "Liberal" Democrats who serve on the Commission and who permeate its staff. . . .

Charging that "big government" philosophy is "threatening the radio industry and the people themselves to an extent which has become very, very dangerous," Sen. Ferguson recalled that a "previous member of the Commission" invited "some Englishmen . . . to make an analysis of our radio system.

"That analysis was such that if the recommendations contained in it had been adopted the radio broadcasting industry in America would have been placed under the same domination . . . as in Britain, which is government-owned," he stated.

He continued:

During the past 16 years, since the establishment of the Commission by the Communications Act of 1934, the Commission has increasingly expanded its power of regulation in a manner which the framers of the Communications Act did not intend. It has succeeded in expanding these powers, perhaps to a much greater extent than many of us realize, and today stands in a position, if its power is not checked here and now, to throttle and ruin any radio station licensee it sees fit to discipline. The Commission is now attempting to expand these powers still further, and if this move is successful it is certain that the radio industry will be forced to give up even the fiction of free enterprise. It is even possible that this proposed expansion of its power can lead to complete Government ownership and operation of the radio industry. Let us examine the way in which this change has taken place and the way in which it can proceed.

Government Ownership

Sen. Ferguson said it is "even possible that the proposed expansion of the Commission's power can lead to complete Government ownership and operation of the radio industry." Tracing the history of the Communications Act, he said FCC's primary function is one of "acting as a traffic policeman" and allocating frequencies, but questioned definition of "character" applied to applicants for licenses.

"Today, at a time when increasing regulation of private enterprise is certainly the political fashion and certainly the primary motivation of the Fair Deal Administration," he asserted, "the Commission seems bent upon expanding the meaning of this word 'character' and thereby tremendously expanding its own power over the radio industry.

Sen. Ferguson referred to FCC's hearings on the news policies of G. A. (Dick) Richards, owner of WGAR Cleveland, KMPC Los Angeles and WJR Detroit, and said the charges made "are not attacks on the operations of the stations or the programs . . . but . . . on the character of the principal stockholder of the stations and what he, individually, thinks.

"Nevertheless," he continued, "now the Commission is threatening a refusal to renew the license of the stations" because of "irresponsible allegations made against the character of Mr. Richards."

Sen. Ferguson felt it should be required that, where objectionable material has been "actually broadcast," licenses might be revoked rather than not renewed giving the licensee "complete notice of the charges against him" and setting the case for hearing. He asked:

"Can it be doubted that this method of proceeding is unfair? . . . Is this proceeding (the Richards' case) in itself not substantial evidence that the FCC is attempting to enlarge and expand its powers of regulatjons . . . and without consideration being given to the deprivation of legal rights which such parties as Mr. Richards have suffered?"

He asserted that "if the Senate . . . does not act now, and positively, to stave off this attempt by the FCC to expand its powers, the FCC will succeed again and again in the future.

". . . It is the agency which by the nature of the field in which it operates is potentially the greatest thought-control medium in the nation," he declared.

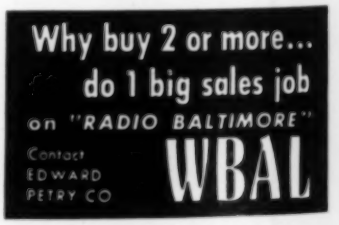
FCBA Rift

Meanwhile, a member of the Federal Communications Bar Assn. disputed the claim that Frank Robertson, chairman of the FCBA legislative committee, was speaking with FCBA authorization when he testified against President Truman's FCC plan [BROADCASTING, May 1].

Paul M. Segal, of the Washington law firm of Segal, Smith & Hennessey, wrote Sen. John L. McClellan that:

. . . With the exception of half a dozen local members who are on Judge Roberson's committee or on the Executive Committee, the members of the FCBA haven't the slightest knowledge that the Association is, or could be or would be involved with regard to this proposed legislation. There may even be some doubt that the Executive Committee itself fully realizes it is being committed.

I venture to suggest that if the matter were made known to the membership, the members would support President Truman's proposed reorganization, or at least would vote that



the matter is not the concern of the Association. . . .

Mr. Segal considered it "fantastic for anyone to imply to your committee that Wayne Coy has any wish to dominate his fellow members of the FCC or that he could dominate them if he wanted to. With all respect for Frank Roberson, I am sure it is quite clear that no far-reaching change or even any substantial change is planned for the functioning of the FCC."

Mr. Segal circulated copies of his letter to FCBA President Neville Miller, members of the Executive Committee and Judge Roberson because, he wrote, "I do wish that individual members of the FCBA would discontinue attempting to speak for the Association as a body without getting effective authorization after a full discussion of views."

Procedure Normal

FCBA President Miller said the reorganization plan was considered by the legislative committee and that the legislative group's report was considered at two meetings of the executive committee. The latter, he said, voted unanimously to oppose the plan. Further, he said, the FCBA for several years has followed similar procedure in formulating its position on legislative matters.

NAB last week reported "reasonably good response" to its letters asking station managements to contact members of the Senate Executive Expenditures Committee and "your own U. S. Senators" and appeal for approval of the Johnson resolution.

In letters signed by Don Petty, general counsel, and Ralph Hardy, director of government relations, NAB advised stations that the Truman plan would make "radical changes in the structure and operation of the FCC." They traced the history of the plan and also sent a number of enclosures, which included a blank report of action taken to be returned to NAB.

Mr. Petty, testifying for NAB before the Senate committee last month, challenged the Truman plan as "ambiguous."

WDRC
Hartford, Conn.
USES
Magnecorder
Used By More Radio Stations Than All Other Professional Tape Recorders

PT6-JA
Greatest professional recording value on the market! Portable high fidelity recorder and amplifier—as low as $499.50
WRITE Magnecord INC.
360 N. Michigan Ave.
Chicago 1, Ill.

FCC BUDGET CUT SEEN

In House 'Rider'

A "RIDER" attached to the omnibus appropriations bill, which the House passed Wednesday and sent to the Senate, threatens to pare FCC's overall operating budget for the fiscal year beginning July 1—unless reinstated by the Senate.

Two amendments, designed by the House to save an estimated $600 million and which would affect almost all independent agencies, would impose a 10% cut in FCC's salary allotment as well as reduce the number of vacancies which the Commission could fill.

The proposals mentioned no agencies by name, only exemptions, and FCC and other agency officials were pondering the significance of the amendments. Some authorities felt, however, that the 10% reduction on filling of vacancies might have the end result of cutting salary funds even as much as 20%.

Will Fight Cut

In any event, an FCC spokesman said the Commission and other agencies would fight the measure in the Senate. Initially, the bill must be referred to the Senate Appropriations Committee, now holding hearings, where strong protest by individual agencies is expected.

The salary amendments were proposed by Rep. John Taber (R-N. Y.), ranking Republican member of the House Appropriations Committee, and Rep. Albert Thomas (D-Tex.), chairman of a House Appropriations subcommittee, which held hearings on the single-package funds bill.

FCC's operating budget of $6,600,000 for 1950-51, approved recently by the House [BROADCASTING, May 8], would in effect represent a cut of about $227,000 below this year's figure and $287,000 under the President's budget estimates, due largely to salary and per diem increases provided by Congress in 1949.

WGNY (FM) OUT

Cites Economic Factors

CONTINUING financial losses after more than eight years of operation prompted the decision to close WGYN (FM) New York [BROADCASTING, May 8], station spokesmen said last week.

President Palmer K. Leberman said all efforts to make the station profitable had failed and that to continue the operations which started in December 1941 would be "pouring good money in the soup."

The station, a Class B outlet on Channel 250 (97.9 mc), was owned jointly by Radio Sales Co., licensee of KRSC Seattle, Wash., which also is headed by Mr. Leberman, and Charles E. Merrill of investment securities firm of Merrill Lynch, Pierce, Fenner & Beane. The licensee firm was WGYN Inc.

The station originally was owned by Muzak Corp., which subsequently sold two-thirds interest to Mr. Merrill and Radio Sales Co. and, in 1947, relinquished its remaining one-third interest.

The WGYN operators are the second FM broadcasters to make the decision to withdraw from the FM field in the New York area in recent months. Nathan Straus, owner of WMCA and WMCA-FM New York, announced plans last December to close WMCA-FM for economic reasons. The station was sold, however, to a group headed by Stanley Joseloff, president of Storecast Corp. of America, for $7,500 subject to customary FCC approval.

WJNC Airs Maneuvers

MARINE and naval maneuvers held off Camp Lejeune, N. C., were covered by WJNC Jacksonville, N. C., the station reports. About 15,000 men participated in "Operation Crossover" held April 28-May 1. Commentary and interviews were made by Lester L. Gould, station's owner. One of the interviews—with Rear Admiral Jerrauld Wright—was broadcast over Mutual's *Newsreel Theatre* May 2 at 10:15-10:30 p. m.

WDET-FM Detroit presented with Charter Membership Award in recognition of station's contributions toward success of Torch Fund Drive of United Foundation last year.

Any Way You Look At It . .
KRNT is the
LEADER
in Des Moines,
the center of things in Iowa

Highest Hooperated—Biggest Volume of Accounts —Highest News Ratings — Most Highest-Rated Disc Jockeys—Tops in Promotion Facilities

The Hooper Audience Index, February-March, 1950, Shows:

MORNING	KRNT has a 92.7% greater audience than the No. 2 station.
AFTERNOON	KRNT has a 39.2% greater audience than the No. 2 station.
EVENING	KRNT is 3.0 percentage points below the No. 1 station.
SUNDAY AFTERNOON	KRNT has a 22.1% greater audience than the No. 2 station.
SATURDAY DAYTIME	KRNT has a 22.5% greater audience than the No. 2 station.
TOTAL RATED TIME PERIODS	KRNT has a 38.5 greater percentage than the No. 2 station.

Those are Facts Advertisers *Know* when they buy KRNT . . . the Station that can say: "Any Time is Good Time on KRNT"

KRNT
DES MOINES — THE REGISTER AND TRIBUNE STATION
REPRESENTED BY THE KATZ AGENCY

The station with the fabulous personalities and the astronomical Hoopers

Increased Billings

(Continued from page 23)

basis (network and spot) will
Increase more than 10%? (23.8%)
Increase, but less than 10%? (29.3%)
Remain about the same? (26.8%)
Decrease by less than 10%? (14.6%)
Decrease by more than 10%? (5.5%)

A minority of station managers see a decrease in national radio business, but no great increase is predicted either. The largest percentage of respondents (29.3%) look for a few more advertisers on a national basis but expect the increase to be less than 10%. On 26.8% of the questionnaires station managers indicated they expect the number of advertisers using radio on a national basis to remain about the same. Another 23.8% see an increase of over 10%.

Only 10% Drop Seen

On the other side of the picture, 14.6% of the station managers said they feel national radio users will drop but by less than 10%. Only 5.5% see more than 10% of the national advertisers on the decrease.

Question VI

Do you believe the number of advertisers using radio on a local basis will
Increase more than 10%? (56.9%)
Increase, but less than 10%? (25.6%)
Remain about the same? (11.6%)
Decrease by less than 10%? (4.7%)
Decrease by more than 10%? (1.2%)

On the question of local advertisers, station managers are more in accord. Over 75% see an increase in this field and 56.9% say they think it will be greater than 10%. A smaller increase—less than 10%—was indicated by 25.6% of the respondents.

In only 5.9% of the cases did station managers see a decrease in the number of local advertisers. Of these only 1.2% said they felt the decline would be greater than 10%.

The number of local radio advertisers was expected to remain about the same by 11.6% of the respondents. This is compared to 26.8% who indicated they expect no change in the national picture.

Question VII

What do you think will be the general trend in use of local radio by the following classes of advertisers?

	More	Same	Less
Department Stores	(63.4%)	(26.3%)	(10.3%)
Automotive Dealers	(75.6%)	(20.4%)	(4%)
Appliance Dealers	(67.4%)	(27.4%)	(5.2%)
Food Stores	(54%)	(39.7%)	(6.3%)

The optimistic note for local radio is again sounded by station managers in their replies to this question. In all four classifications a majority of respondents to each post look for increased radio use on the local level.

As the automotive field turns more and more from a sellers "to a buyers" market, this trend is reflected in the radio picture. Here 75.6% of the station managers see greater use of radio by local automotive dealers. Only 4% of the managers see a decline in this field while 20.4% said they expect the use of local radio to remain about the same.

Appliance dealers, who also are meeting stiffer competition as the channels of supply fill and new products enter the field, are expected by 67.4% of the respondents to increase their use of local radio. A continuation of local radio at the present level is seen by 27.4% of the station managers and 5.2% look for a decline.

Department stores and food stores, notably slow in many cases to utilize the potential selling force of radio advertising, are expected by a lesser number of station managers to be a source of increased local business. Although 63.4% of the respondents to this part of the question see an increase in the use of local radio by department stores, 10.3% look for a decline. In the food store field 39.7% see the picture remaining the same. A slight majority, 54%, however, look for increased use of local radio by food stores.

CFOR Orillia, Ont., expects to be on the air with new 1 kw transmitter on July 1, operating on 1570 kc., moving from 1450 kc with 250 w.

WROL TRANSFER

Adcock to Mountcastle

SALE of one of Knoxville's pioneer stations, WROL-AM-FM, by Stuart E. Adcock for $300,000-plus to Paul Mountcastle, insurance executive, was reported in transfer papers filed with FCC last week.

Mr. Adcock told the Commission he wished to sell WROL since large sums of money will be required to be invested to keep abreast of new developments in radio. WROL established in 1927, is assigned 5 kw on 620 kc, directional.

Transferee is Mountcastle Broadcasting Co. Inc., of which Mr. Mountcastle is president and sole owner. He is president and minor stockholder in the Life and Casualty Insurance Co. of Tennessee, which from 1940 to 1946 was minor stockholder of WSM Nashville. Mr. Mountcastle also has other local business interests.

Other officers in Mountcastle Broadcasting include W. H. Linebaugh, WROL business manager, who is vice president; Paul Mountcastle Jr., treasurer; Catherine E. Mountcastle, wife of Paul Sr., director, and John Ayres, attorney, director.

In late 1948 Mr. Adcock sold WROL for $365,000 to the Knoxville *Journal* but the bid was matched under FCC's then-existing Avco procedure by Dempster-Johnson & Ward and was subsequently withdrawn. Competitive purchaser was headed by George R. Dempster, 50% owner of WGAP Maryville, Tenn., and former Knoxville city manager [BROADCASTING, Feb. 7, April 18, 1949].

OAB MEET SET

Plan May 24-25 Agenda

ISSUES important to the broadcaster will be discussed at the management meeting of the Ohio Assn. of Broadcasters which is set for May 24-25 at the Neil House in Columbus, according to J. Robert Kerns, WLOK Lima, secretary-treasurer.

Agenda already prepared by Carl George, WGAR Cleveland, OAB president, includes such problems as how to best handle political broadcasts, out of control expenses, trade practices, business forecast, a look at TV progress, and the advertiser's view of radio. Qualified speakers will discuss the most important of the issues, Mr. Kerns said.

Also scheduled are an election of officers and a proposed change in by-laws to authorize the OAB to maintain a board of directors to assist its executive committee. Other topics for discussion may be added to the calendar.

WVLK SALE

Scripps-Howard Negotiating

NEGOTIATIONS have been resumed looking to Scripps-Howard Radio's acquisition of WLVK Versailles, Ky., with intentions of moving the regional station to Cincinnati. Probable sales price was understood to be in the neighborhood of $200,000.

The move would require Scripps-Howard, under FCC's duopoly rule, to dispose of its WCPO Cincinnati, a 250-w local on 1230 kc for which it has long sought a regional assignment. The WCPO call probably would be retained.

WVLK operates on 590 kc with 1 kw and is owned by a group headed by Baseball Commissioner A. B. (Happy) Chandler. The licensee firm is Bluegrass Broadcasting Co.

Indications that negotiations were again in progress came Thursday afternoon when the Washington law firm of Segal, Smith & Hennessey, counsel for Scripps-Howard, undertook to dismiss its appeal from an FCC decision denying a WCPO application for 630 kc. The move was delayed by Court of Appeals officials' insistence that dismissal of the appeal requires FCC consent.

Bid Once Dropped

Arrangements for the purchase of WVLK were completed in the fall of 1948 but the application was dismissed when FCC ruled that Scripps-Howard must choose between this bid and its then pending application for 630 kc, which was involved in a competitive proceeding subsequently won by WLAP Lexington, Ky.

Sales price in the 1948 sale was $225,000.

Last week's move to dismiss the 630 kc appeal was designed to prevent development of the dual application factor which led to withdrawal of the 1948 WVLK purchase application.

The purchase will be subject to the customary FCC consent. Scripps-Howard also has Cincinnati television and FM authorizations which would not be affected. The newspaper subsidiary also controls WEWS (TV) Cleveland and WNOX Knoxville, while the newspaper firm's Memphis Publishing Co. *(Commercial Appeal)* owns WMC and WMC-TV Memphis.

Carruthers Heads WINA

ELECTION of Thomas M. Carruthers, general manager of WINA Charlottesville, Va., to president of the Charlottesville Broadcasting Co., owner and operator of the outlet, has been announced by the board of directors. He succeeds Frank Parker Jr., who resigned from the board of directors to devote himself to other interests.

NEWS . . . . when it counts!

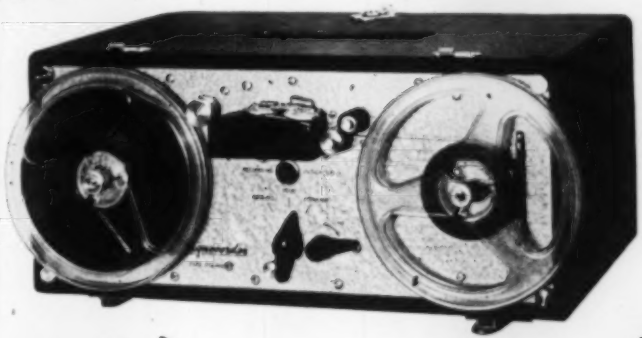
Ten minutes after Lansing's latest robbery occurred, residents were listening to reports over WILS. Our newsmen were at the scene of the biggest crime in Lansing's recent history, reporting the news as it was in the making. WILS acted swiftly, had the first exclusive coverage of the event . . . just another of the WILS exclusives . . . EXCLUSIVE now as LANSING'S LEADING NEWS OUTLET.

That's why in Lansing, Michigan, dials stay tuned to ***1320 . . .***

WILS
Lansing's Most Powerful Station
1000 Watts Fulltime
Represented by Rambeau

Now There's a Magnecorder for Every Tape Recording Need

NEW! PT63-A Offers 3 Heads



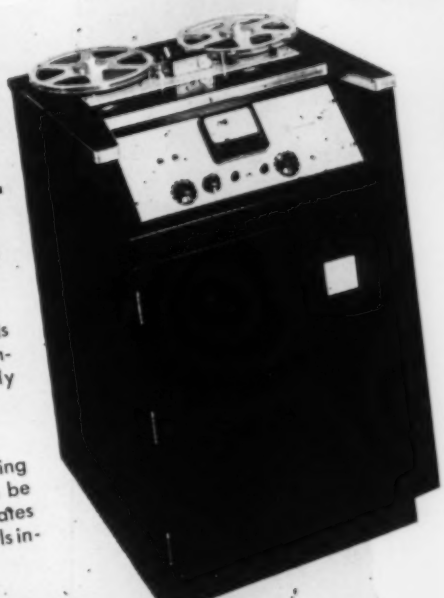
MONITOR FROM THE TAPE!

A new professional tape recorder with three separate heads: erase, record, playback for monitoring from the tape. This PT63-A Magnecorder incorporates all other fine features of the PT-6-A. The new PT63-J Amplifier for single microphone recording includes separate playback amplifier.

NEW!

the Talk of the Shows

Magnecorder PT7 Console



3 Heads

In a single housing. Separate heads for erase, record, playback or monitoring from the tape. Separately alignable, replaceable.

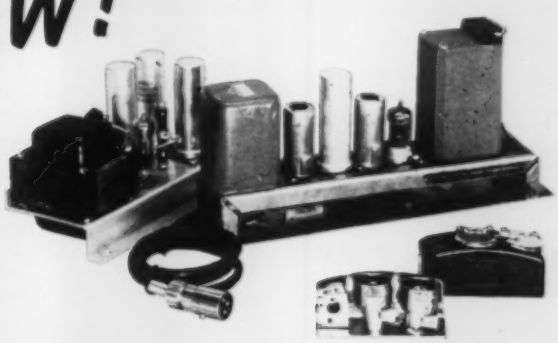
New Features

New positive drive eliminates timing errors. Push-button controls can be remotely operated. Accommodates 10½" N.A.B. reels on all models including portable.

Also Available As PORTABLE or RACK MOUNT

Same features included. Separate amplifier for each purpose. Portable amplifier has high-level mixing for three microphones.

NEW!



Three Heads and Amplifier Kit

Converts Your PT6-A To Monitor From Tape

Complete conversion kit includes new three-head unit, additional monitor amplifier and power supply. Three-head unit simply plugs into receptacle for present two heads on your PT6-A Magnecorder.

SPECIFICATIONS JUST RELEASED

Write for detailed information on these latest Magnecorder developments.

Magnecord, INC.

360 NORTH MICHIGAN AVENUE • CHICAGO 1, ILLINOIS

World's Largest and Oldest Manufacturers of Professional Magnetic Recorders

L&M Spots

(Continued from page 23)

TV affiliates had rejected the offer, he said, Dancer-Fitzgerald-Sample had offered the program to competing stations—at the same rate that the network affiliates would have received if it had accepted the program on a network basis.

Stations selling programs on a spot basis, Mr. Flanagan pointed out, derive much higher revenue—from two to three times as much—than they do from network commercials they carry. The D-F-S offer, therefore, constituted a double threat to rate standards: On the one hand insisting on rate freezes and on the other attempting to place spot business on network rates.

Although no official comment was forthcoming from D-F-S, one executive of the agency said that 27 stations had accepted the *Beulah* show.

It also was learned that production costs of the program were estimated at $1,400,000 a year. The sponsor's interest in economies appeared to be confined to the purchases of time.

RCA Communications Inc. announces new international customer-to-customer teleprinter service, available between U. S. and Netherlands. System will enable RCA private-teleprinter installations in New York customers' offices to connect with teleprinters in Holland. In effect system is like domestic TWX service operating within U. S.

Miss Lois Winston
The Biow Company
New York City, N. Y.
Dear Lois:

Folks is really gonna be surprised when th' census taker tells how many folks is alivin' in WCHS terrytory! Yessir, effen yud draw a circle a hunnerd miles 'round Charleston, West Virginny, yud really be surprised at how many peepul does live down here. Thet there circle ud take in all uv southern an' central West Virginny, and a whole lot of eastern Kaintucky and southern Ohio—terrytory whur there's lots uv peepul and lots uv money bein' spent! Uv course, th' big towns is arguin' 'bout which is th' biggest. Charleston, th' hometown uv WCHS, maintains it's biggern Huntington 48 mile away, and uv course Huntington says Charleston is jest a suburb. But y'know, Lois, th' boys here at WCHS really aren't worryin' 'bout which is th' biggest. They's jest interested in havin' lots uv peepul livin' 'round here, cause wherever they is they lissens ter WCHS! Yessir, WCHS is right smack in th' middle uv a fast-growin', money-spendin' part uv th' country, an' folks what has thin's ter advertise cain't afford ter overlook it!

Yrs.
Algy

WCHS
Charleston, W. Va.

RICHARDS HEARING *Counsel Asks FCC For New Start*

COUNSEL for G. A. (Dick) Richards petitioned FCC last week for a completely new start in the hearing on his news policies [BROADCASTING, May 8], contending the courts have held this procedure is necessary when the presiding officer dies before closing the case.

The petition, filed Tuesday, followed the death of FCC's Chief Hearing Examiner J. Fred Johnson Jr. and the Commission's designation of Examiner James D. Cunningham to succeed him as presiding officer in the Richards case.

The first phase of the hearing was held March 13-April 1 for presentation of FCC's case. Second phase, primarily comprising evidence for Mr. Richards, is now slated to get under way in Los Angeles June 5.

Mr. Richards' licenses for KMPC Los Angeles, WGAR Cleveland, and WJR Detroit and his trusteeship plan for the three stations are at stake in the proceeding, which involves charges that Mr. Richards ordered KMPC staff members to slant news against members of the late President Roosevelt's family and certain minority groups.

If the Richards petition is granted, 2,315 pages of testimony by 21 witnesses and some 94 exhibits offered by FCC counsel during the sessions conducted by Judge Johnson would be stricken from the record and a fresh start made.

Attorneys for Mr. Richards said, however, that "in the interest of saving time and minimizing expense," they are willing to go ahead with presentation of KMPC evidence on June 5, "subject to Commission counsel recalling at later time such of the witnesses previously heard before the late Chief Examiner Johnson as Commission counsel may desire to rely on."

'Credibility' Issue Cited

The petition contended one of the principal issues of the case is the "credibility" of former KMPC employes who testified for FCC. Without having heard and seen them himself, it was argued, Examiner Cunningham "will not be able to make a fair and just decision on this major issue of . . . credibility."

Mr. Richards' counsel had asked permission to make recordings of testimony at the outset of the hearings but were denied.

"The stenographic transcript," the petition continued, "does not reflect in any way the manner in which each witness answered the questions put to him, nor does it note the pauses, hesitations and confusion evident on the part of the witnesses in answering. . . .

"Personal observation and judgment of the Commission's witnesses and of their manner in answering questions and their attitude towards the applicants was particularly important . . . because of the bias against and hostility towards the applicants manifested by the Commission's witnesses. . . ."

The petition cited several court decisions in support of the claim that a completely new start is necessary. Among these was the so-called Buchsbaum Case, in which a Circuit Court of Appeals held that the Federal Trade Commission should have ordered a new hearing in a case in which the original examiner died before the taking of testimony was completed.

The petition was filed by Hugh Fulton, Mr. Richards' chief trial counsel, of the Washington law firm of Fulton, Walter & Halley, with the Washington office of Kirkland, Fleming, Green, Martin & Ellis appearing as counsel for WJR and WGAR, and Dow, Lohnes & Albertson for KMPC.

WDSM RESUMES

Uses WSBR Unit After Storm

ALTHOUGH the tower of WDSM Superior, Wis., was totally destroyed in a windstorm May 5, the ABC outlet was able to resume broadcasting the following morning, according to General Manager Carl Bloomquist.

By a coincidence, he said, WSBR Superior had turned back its license to the FCC, enabling WDSM to lease the transmitter immediately and resume broadcasting May 6 on its regular 1230 kc frequency.

WDSM received FCC approval to operate on the WSBR facilities pending completion of WDSM's new 5 kw outlet on 710 kc, which is expected around June 15.

CANADA RATINGS

McCarthy Tops Night Shows

ONE CANADIAN program was listed among the first 10 most popular evening network shows in April in Canada according to national rating reports released by Elliott-Haynes Ltd., Toronto, on May 9. *Charlie McCarthy* led the field on evening shows with rating of 33.7, followed by *Radio Theatre* 30.7, *Amos 'n' Andy* 30.3, *Our Miss Brooks* 27, *My Friend Irma* 24.1, NHL Hockey (Canadian program) 24, *Twenty Questions* 23.8, *Fibber McGee & Molly* 22.6, *Aldrich Family* 20.8, and Bob Hope 20.2. Regional hockey play-offs interfered with some of these programs, giving them lower ratings than usual.

First five daytime programs in April were: *Big Sister* 16.2, *Ma Perkins* 14.6, *Road of Life* 14.5, *Pepper Young's Family* 14.5, and *Happy Gang* (Canadian program) 14.2. French language evening programs were led by the usual *Un Homme et Son Peche* 40.8, *Radio Carabin* 31.9, *Metropole* 30.9, NHL Hockey 25.8, and *Ceux qu'on Aime* 23.9. Five leading French daytime programs in April were: *Rue Principale* 28.4, *Jeunesse Doree* 27.9, *Quelles Nouvelles* 22.7, *Maman Jeanne* 22.2, and *Tante Lucie* 21.8.

Telecasting Insert
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PA. GROUP MEET

Broadcasters Session June 5

ANNUAL meeting of the Pennsylvania Assn. of Broadcasters will be held June 5 at Bedford Springs, Bedford, Pa., Frank R. Smith, WBVP Beaver Falls, president of the group, announced last week. Principal speaker at the all-day session will be Theodore Roosevelt III, Pennsylvania secretary of commerce.

Opening at 10 a. m., morning sessions will include a news panel with Joseph Cleary, WESB Bradford, chairman; special events discussion, James Murray, KQV Pittsburgh, chairman; "Lightning That Sells," by Gordon Gray, WIP Philadelphia; metropolitan market panel, Roger Clipp, WFIL Philadelphia; small market commercial panel, Victor C. Diehm, WAZL Hazleton, chairman.

Afternoon events will include a small market program panel, William K. Ulerich, WCPA Clearfield, chairman; metropolitan market program panel, George Coleman, WGBI Scranton, chairman; floor discussion of association resolutions and by-laws, C. G. Moss, WLTR Bloomsburg, chairman.

Election of officers and directors will close the meeting at 3:30 p. m. Nominating committee is George Podeyn, WHJB Greensburg, chairman; Louis Murray, WPAM Pottsville, and John P. Foster, WJAC Johnstown. Also scheduled are a meeting of the association directors at 8 p. m., June 3, and a golf tournament on Sunday, June 4, Mr. Smith announced.

Recording Laws Mulled

LEGISLATION designed to apply the U. S. Code to importation or transportation of "obscene or lewd" phonograph records or electrical transcriptions in interstate commerce has won approval of the House Judiciary Committee, which reported it favorably to the House floor May 5. The bill (S 2811) passed the Senate with the endorsement of the Justice Dept. and other law-enforcement agencies which indicated the volume of shipment of such records has increased. Approval by Congress would subject records to prohibitions now imposed by the code on pamphlets, pictures and motion picture film.

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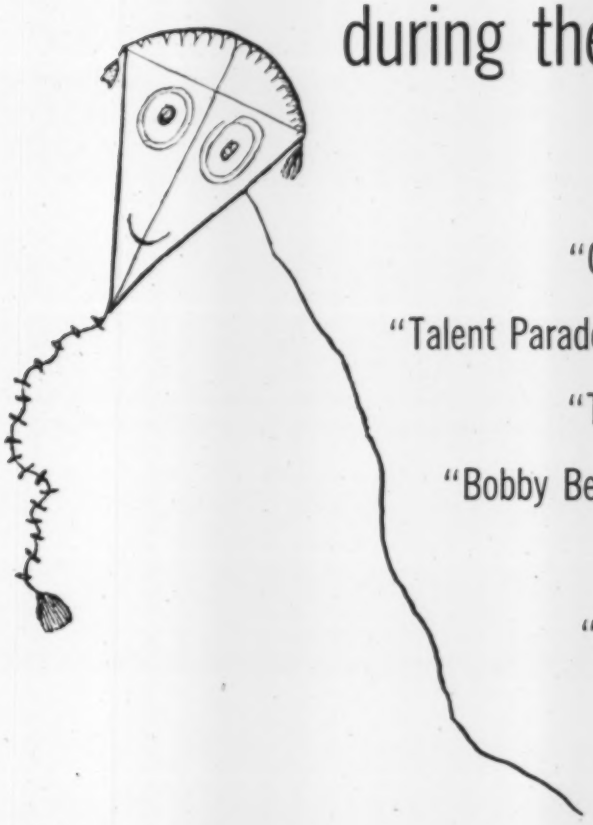

"Time for Beany"

"Comedy Carnival"

"Talent Parade"

"The Mystery Rider"

"Bobby Benson and the B-Bar-B Riders"

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"Mr. and Mrs. Mystery"

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COLOR WINDUP

Hearing Completed Except for CTI Showing

FCC'S EXHAUSTIVE color television hearing was completed last week except for Color Television Inc.'s further demonstration in San Francisco May 17 and a brief session in Washington May 25 for CTI cross examination and rebuttal testimony.

Meanwhile, FCC's hope to close the record at that time and produce a decision as promptly as possible was evidenced in the Commission's issuance Wednesday of an exacting notice concerning the time table and procedure for filing proposed findings, conclusions and reply briefs by the participants (see story TELECASTING 13).

CTI has claimed it is prepared to show substantial improvement in its system at the May 17 demonstration [TELECASTING, May 1]. The showing will be made for the FCC record beginning at 10 a.m. in the Borgia Room of the St. Francis Hotel. FCC Chairman Wayne Coy and Comr. Rosel Hyde will represent the Commission along with Harry Plotkin, FCC assistant general counsel; Edward M. Allen, chief of FCC's Technical Research Division, and Wilmar K. Roberts, Laboratory Division engineer and co-inventor of the Chapin-Roberts automatic adapter.

On the return from the West Coast Chairman Coy first is to discuss television and the freeze before the City Club of Portland, Ore., on May 19 and the Rocky Mountain Radio Council in Denver on May 22.

Hearing Actions

The hearing before FCC last week, held Monday, Tuesday and part of Wednesday, included:

● Further examination of the RCA patent situation through questioning of Dr. E. W. Engstrom and Conway P. Coe, both RCA vice presidents and the latter a former U. S. Commissioner of Patents.

● Assertion by Chairman Coy, when dispute over the patent questioning arose, that he thought it important that "there be understanding that the Commission is concerned about the general patent picture" with respect to existing monochrome and proposed color standards and is concerned whether there has been any restraint upon TV development.

● Detailed criticism of RCA's color system by Dr. Peter B. Goldmark, who claimed his CBS color system "outperformed RCA's in every respect," despite the contrary views of Brig. Gen. David Sarnoff, RCA board chairman [TELECASTING, May 8]. Dr. Goldmark charged "basic misconception" of the CBS system exists "at the top of RCA management" and that this "underlay his [Gen. Sarnoff's] entire presentation."

Engstrom Appears

Dr. Engstrom, vice president in charge of research, RCA Labs. Division, was examined on Monday by FCC Patent Attorney William Bauer. He indicated that RCA, to protect itself from possible infringement suits and to assure complete freedom in development work, acquired certain rights to the Lorenzen tri-color tube patent, has taken an option from Technicolor Inc. for non-exclusive license and sub-license rights on the Geer tri-color tube, and is negotiating for similar non-exclusive rights under the Toulon patent respecting horizontal dot interlacing.

Dr. Engstrom said the Toulon patent came to RCA's attention in Patent Office files just before the color hearing. It had been issued Aug. 23, 1949, he said. RCA thought picture dot interlacing was its own when it announced its color system earlier, he reported.

Concerning the C. W. Geer patent interference with RCA's A. N. Goldsmith tri-color tube patent, substantially won by Dr. Geer last fall, Dr. Engstrom contended there was "no question" that Dr. Goldsmith was first but that certain claims had been lost by RCA through lack of diligence because of war work. He explained that the Geer patent claims go to the tube itself while the Goldsmith claims pertain to the circuitry using the tube. He felt them interdependent.

Tri-Color Tube Question

Mr. Bauer wanted to know what part the Goldsmith tube, first conceived in the early 1940s, played in the tri-color tube RCA now has. Dr. Engstrom said his research people had not been enthusiastic about the Goldsmith tube and accordingly tried many paths.

Over objections of RCA counsel, John T. Cahill, the witness was asked to compare similarities of the Goldsmith tube and RCA's present tri-color tube. Dr. Engstrom explained that on the scanning surface of the Goldsmith tube the phosphors are arranged on raised surfaces while on the present tube they are on a flat surface. He said the Goldsmith tube has three guns, each in a separate neck, while one form of the present tube features three guns in a single neck.

Mr. Coe, who appeared Tuesday told FCC his duties were assigned by Gen. Sarnoff and RCA President Frank M. Folsom and that in addition he was member of RCA's patent policy committee and chairman of its trade-mark committee. He presented a survey of RCA's TV patents based on reports of the *Chromy Digest*, published by the Radio Mfrs. Assn. and which reflects all patents in the electronics field issued by the U. S. Patent Office.

48,000 Electronic Patents

He testified the reports show that for the years 1931 through 1948 the Patent Office issued about 48,000 patents in the electronics field, of which 15-16% were issued to RCA. Since the study covers a period of 18 years and the life of a patent is 17 years, Mr. Coe said "this would indicate that RCA owned 7,500 unexpired patents which were

(Continued on Telecasting 12)

TVA-SAG DISPUTE

Seek NLRB Action

SCREEN ACTORS GUILD last Thursday sought to open negotiations with the television networks for contracts covering performances in television film.

The SAG action was taken after Television Authority, with which SAG is embroiled in a bitter jurisdictional dispute, filed a National Labor Relations Board petition seeking certification of TVA as the single bargaining unit for all performers in all kinds of television programs, live or filmed.

TVA already has met with network representatives to push its claim to representation of television talent [TELECASTING, May 8].

In a telegram sent Thursday to all New York headquarters of television networks as well as to WOR-TV and WPIX (TV) New York, the screen guild made a "formal request . . . for a meeting between the guild and your company for the purpose of negotiating collective labor agreement with respect to talent used in production of motion pictures."

The guild suggested that network representatives meet with its officials tomorrow (May 16) at 10 a.m. at the guild's New York offices.

Telegram to Networks

The SAG telegram Thursday was the second it sent to networks last week. The first announced the guild's intention to file NLRB petitions seeking certification as the bargaining unit for performers in all motion pictures, whether made for theaters or for television.

In Los Angeles a fortnight ago, the SAG petitioned the NLRB for a representation election covering actors employed by all Southern California companies engaged in making motion pictures, including those making television film.

The TVA petition seeks blanket jurisdiction over "all persons engaged as talent by any of the employers of television programs, whether alive, filmed, kinescoped, taped, transcribed or utilizing any other device." Such employers include networks, stations affiliated with networks, producers of "programs or portions thereof including commercial messages for television broadcasting on a network or a station affiliated with a network or on a syndicated or multiple station basis," as well as "advertising agencies and/or sponsors producing such programs where such programs are broadcast by television in New York, Chicago or Los Angeles."

SAG Action

Following the filing of the TVA petition, the SAG telegraphed TV networks and New York TV stations that although the Screen Guild had no quarrel with the establishment of TVA as the bargaining unit for live performers, it would file NLRB petitions in major centers to pursue its claims as representative of performers in all te'e-

(Continued on Telecasting 8)

BASEBALL TV

Griffith, Rowland Muster Attack

MODIFIED opposition to telecasts of major league baseball games on the grounds it hurts minor league attendance figures rather than box office receipts of the major circuits has been voiced by Clark Griffith, owner of the Washington Senators baseball club.

Mr. Griffith thus altered previously published views [BROADCASTING, May 8] that he would ban home telecasts of Senators' contests in 1951 because TV had cut into his own attendance figures.

"I haven't made up my mind definitely yet, but I doubt if we'll televise our games next year," the Senators' owner stated, adding that he would not be surprised if the major leagues vote to eliminate all baseball telecasts at their 1951 winter meeting. He conceded, however, that he would go along with other clubs if they permit telecasts.

West Coast Picture

On the West Coast, the baseball picture also was shaken up by a verbal blast delivered by Clarence Rowland, president of Pacific Coast League, against the telecasting of games and his suggestion that clubs "tear up contracts."

While no outright cancellations were reported, PCL club owners cocked a wary eye on the effect of video on gate receipts.

Mr. Griffith said he felt that television is "definitely hurting baseball" on the minor league level and that "in the long run [it] is detrimental to the sport." He cited transfer of the Newark international league club to Springfield as an example of the "damage TV has done," and said telecasting major league games "is bound to decrease attendance in minor league areas where the games are obtainable."

Under organized baseball's revised rules governing broadcast and telecasts, however, a local minor club within 50 miles of a major league territory may veto telecasts of the latter's games in minor territory when the minor circuit team is playing at home [BROADCASTING, Oct. 31, 1949].

The Washington club, one of the first major league teams to permit baseball telecasts (in 1947), reportedly receives from Liggett & Myers Co. (Chesterfields), between $100,000 and $125,000 for TV rights to home games and radio coverage of the full 154-contest schedule.

Originally Mr. Griffith charged that telecasts had hurt his box office and cited 12,000 paid attendance for a Saturday night game with the World Champion New York Yankees. Threatening weather, combined with TV, had kept the customers at home, he complained. It was the Senators' first scheduled home contest on a Saturday night when even television normally has difficulty keeping the people home, it was pointed out.

TREASURE chest of Old Golds is presented to Robert B. Hanna (r), stations manager of WGY WGFM (FM) WRGB (TV) Schenectady, N. Y., by Zeke Baldwin, Eastern Division sales manager for Old Gold. Old Gold sponsors two programs weekly over WRGB, one half of Thursday's *Stop the Music* and the *Original Amateur Hour* on Tuesday.

Pacific Attendance Figures

While attendance figures for Pacific Coast League games played thus far do not show any decline over the spectator count for the corresponding period last year, 1950 figures on baseball video audiences released in Los Angeles last week added a measure of worry for club owners.

Adjusted attendance figures for comparable periods show that 555,355 fans attended Pacific Coast games thus far this year as against 548,504 in the same first weeks of the 1949 season.

Tele-Que Report on the Los Angeles TV audience released by Coffin, Cooper & Clay Inc., that city, revealed the Los Angeles-San Diego series at Wrigley Field on April 4-8 drew 102,057 week-day viewers, with only 4.6% of this figure actually at the ballpark. While 173,000 persons watched a Sunday double header over KLAC-TV Hollywood on April 2, the report showed that the crowd at Gilmore Field numbered only 9,269 paid admissions. Another twin bill between Los Angeles Angels and San Diego Padres found 2,083 persons at the park compared to 232,000 viewers on KFI-TV. TV audience for weeknights for the series averaged 97,300; ballpark attendance averaged 4,757, the report showed.

Meanwhile, executives of the Angels and the Hollywood All-Stars declared last week they have no "immediate plans" to cancel telecasting of baseball games in Los Angeles. Don Stewart, Angels' president, and Victor Ford Collins, All-Stars' president, commenting on the Rowland statement, said they wanted to view TV's effect over a longer period of time before coming to such a decision. Los Angeles Brewing Co. (Eastside beer) sponsors half this season's telecasts of the Angels and All-Stars home games on KFI-TV and KLAC-TV respectively. Century Distributing Co. (TV sets) sponsors alternating games on KFI-TV. KLAC-TV alternating time is utilized by participation sponsors.

To stimulate ballpark attendance for the All-Stars games, KLAC has launched a series of promotional tie-ins such as fan clubs and contests.

Oaks Honor Contract

Despite reported poor box office receipts, the Oakland (Calif.) Oaks will honor contracts permitting the telecast of its games twice weekly over KGO-TV San Francisco for the balance of the season. Brick Laws, club president, said although he would like to cancel remaining telecasts he would keep his oral agreement with both the station and the fans.

A different story was told in the northwest where the Seattle Rainiers' vice president, R. C. (Torchy) Torrance, told TELECASTING his club has not found the telecasting of home ball games as a deterrent to attendance. For the second consecutive season, Rainiers home games are being telecast on KING-TV Seattle three days a week. In 1949, the club drew 100,000 fans above the year before when no games were telecast.

Television Code— (II) . . . . . AN EDITORIAL

IF TELECASTERS, in considering the creation of a code for their own programming, paused to study the history of the NAB Standards of Practice for radio, they would be apt to wonder if codes are worth the very great effort it takes to write them.

In its two years of existence, the NAB code has proved to be a much less controversial issue than it was before it was written. Rereading it today, one is struck by the fact that the code is, in most respects, a painstaking expression of the obvious.

Excerpts from the NAB code suggest that broadcasters should honor the sanctity of marriage and the home, observe the proprieties of civilized society, present news that is factual and without bias, confine children's programs to those that "contribute to the healthy development of personality and character," and refrain from airing mystery shows that "tend to make the commission of crime attractive."

Since no broadcaster in his right mind would quarrel openly with such precepts (who would be witless enough to take a stand publicly against children and dogs?), there was little disagreement over their inclusion in the document before it was written and only occasional disregard for them after the code became "law."

The section of the code over which the greatest controversy raged in the preparatory period was that which fixed limitations on advertising time. A not inconsiderable number of broadcasters argued that the proposed time standards were unrealistic. There is no reason to believe that they changed their minds or their habits in this regard after the adoption of the code.

Now if, on the one hand, the programming principles contained in the code were in general practice before its adoption and, on the other, the time standards were the subject of disagreement before and after they were put into the code, the question arises: What purpose has the code served?

The question may stand as rhetorical in relation to radio. It may be asked, in future tense, in regard to a television code.

The moral standards already being observed independently by most telecasters presumably would be those contained in a formal code. It would seem no more than an academic exercise to set them out in writing.

To attempt to establish industry-wide standards for commercial time at this state of television development would be rashly premature. Such criticism as has been heard of television lately has not been concerned with commercial excesses. Indeed it is not excess but scarcity in advertising that troubles television today.

Grant that in the main television morals are in good repair, without a code, and that it is too early in the growth of television to hobble it with difficult commercial limitations, and you must also grant that there seems little reason now to explore further in the direction of a formal document of self-regulation.

Conceivably the situation could deteriorate. Necklines could plunge beneath levels of, well, decency; questionable ad libs could go unrebuked, and commercials could blank out programming. We doubt, however, that the future holds such terrors.

In this space next week we shall discuss our reasons for believing that no code adopted now could materially alter the character and destiny of television.

HIGH LEVEL TV

Cabinet Meets Via Camera

FIRST public meeting of a President's cabinet to be telecast in U. S. history was scheduled by CBS-TV for yesterday (May 14) from 2-3 p.m. (CDT) as part of the Democratic Party's national conference and Jefferson Jubilee in Chicago.

Arrangements with CBS New York were handled by the network and Stuyvesant Peabody Jr., chairman of the Chicago host committee, according to William M. Boyle Jr., chairman of the Democratic National Committee. The special program, described as a report to the people, was to have included all cabinet members except State Secretary Dean Acheson. NBC was slated to broadcast the report, with other network coverage pending last week.

Other TV coverage of the conference will include the President's address tonight (Monday), 11:30-12 midnight, on NBC-TV. The four radio networks also will broadcast the speech. Other broadcasts also were slated for the three-day conference, which ends today.

WSM-TV PLANS

Cost Is Set at $400,000

INSTALLATION of WSM-TV Nashville, including a microwave relay system between Nashville and Louisville which will bring network programs to that city, will cost approximately $400,000, officials announced last week.

The relay system, claimed by WSM to be one of the first installed by an individual station over such a distance, will consist of transmitters and receivers at five points between the two cities. All equipment for construction and installation of WSM-TV has been ordered, officials said, and work has been started. This means that Nashville should have TV by late summer, it is reported.

Chromatic Labs

PARAMOUNT Television Productions, subsidiary of Paramount Pictures, has acquired an interest in Chromatic Television Labs., it has been announced by Richard Hodgson, CTL president. Paul Raibourn, president of PTP, becomes a board member of CTL, whose research into color TV is said to be applicable to both home and theatre video programming.

WOAI-TV On 7 Days

WOAI-TV San Antonio, owned and operated by Southland Industries Inc., began seven-day-a-week operations May 6. Programming for the first Saturday on the air, officials reported, included the first softball game to be telecast in the area. WOAI-TV operates on Channel 4 (66-72 mc) with power of 10.8 kw aural and 21.6 kw visual.

TV SUPPORT

Ads Not Enough, Says Smythe

DALLAS W. SMYTHE, one-time head of the FCC Accounting Bureau's Economics and Statistics Division, feels advertising revenues won't be enough to build a nation-wide television system in the near future, and regards "Phonevision" as the most promising source of non-advertising commercial support for the industry.

He also thinks that federal and state subsidy—but local operation—of a small number of both TV and aural stations is worth considering. But he feels that more than the commercial support that comes from advertising or government subsidy will be needed if the TV industry is to keep up its present pace of development.

Prof. Smythe, now a member of the U. of Illinois Institute of Communications, aired his views in a paper prepared for the Illinois Academy of Science meeting at Rock Island on May 5.

Canvassing alternative economic bases for broadcasting, he dismissed outright government ownership and operation as being inconsistent with U. S. communications policy. But he suggested that further consideration might be given to a proposal to establish, under state and federal subsidy, a small number of both television and aural stations to be operated by local authority independent of political or private economic pressures.

Sources of Support

Among potential sources of non-advertising commercial support for television he listed, in addition to "Phonevision," cooperation of video stations with motion picture theatres equipped with large television screens.

Prof. Smythe saw the problem of financial support as one arising out of the rapid development of television and the attacks made by aural broadcasters upon the federal licensing policy. To weaken or abandon the licensing feature, he concluded, would decrease competition and increase the degree of monopoly in the industry.

Prof. Smythe won a reputation as one of the Commission's left-wing exponents during his approximately five years at the FCC. He left the agency in July 1948 to become professor of economics and research professor at the U. of Illinois Communications Research Institute.

WTAR-TV Joins DuMont

WTAR-TV Norfolk, Va., owned by the WTAR Radio Corp., has signed an affiliation contract with the DuMont Television Network. This marks the 57th station to join the network. The station also is affiliated with NBC-TV, CBS-TV and ABC-TV.

PLANS for Columbia Records Inc. sponsorship of 30 minutes of CBS-TV's *The Show Must Go On*, which made its debut on television April 20, are set by (l to r): seated, Marion Harper Jr., president of McCann-Erickson Inc.; Edward Wallerstein, president of Columbia Records; and J. L. Van Volkenburg, CBS vice president in charge of network sales; standing, Goddard Lieberson, executive vice president, Columbia Records, and Robert Q. Lewis, star of *The Show Goes On*.

INDULGING in a bit of camaraderie after Magnavox Co., Ft. Wayne, Ind., agreed to sponsor 9-9:30 p.m. (EST) segment of NBC Saturday revue *Your Show of Shows*, are (l to r) L. J. Sholty, v. p., Maxon Inc., agency; Sid Caesar, star of show, and Frank Freimann, executive v. p., Magnavox.

CONTRACTING for Saks-34th Street sponsorship of half hour of *Kathi Norris Show* on WNBT (TV) New York are: seated, Richard Bloom, president of firm; standing, Donald A. Norman, WNBT sales director; James M. Gaines, NBC's director of owned and operated stations; Kathi Norris, star of show.

LOU SIMON (l), commercial manager of KPIX (TV) San Francisco, and Clarence Horowitz, executive of the Consolidated Advertising Agency Inc., same city, contract for sponsorship by Eagleson's Clothing Store, San Francisco, of a half-hour weekly talent show, *Talent Showcase*, on KPIX.

CHICAGO viewers saw actual setting of contract between Peter Fox Brewing Co. and WGN-TV Chicago for daytime home games of White Sox baseball team. Cameras are focused on (l to r) Ted Weber, WGN-TV sales; R. J. Scott, Schwimmer & Scott agency; Milton Fox, Fox Brewing; George Harvey, WGN-TV sales.

PETER POTTER (seated), well known Hollywood disc m. c., completes negotiations for his appearance on Don Lee television. Watching as Mr. Potter sets the agreement are (l to r): Bob Hoag, sales manager for the Don Lee Network; Cecil Barker, executive producer for Don Lee; Charles Glett, vice president in charge of Don Lee television.

Telestatus

Video's Effect on D. C. Children

(Report 111)

NINE out of 10 elementary school students in Washington, D. C., have access to television sets and a majority of parents and teachers feel that the medium is contributing to educational achievement, according to a report made last week by Dr. Carl F. Hansen, associate superintendent of Washington schools. Dr. Hansen presented the report Wednesday at a panel discussion of "Television and Its Effect on Our Children" at the 37th annual convention of the D. C. Congress of Parents and Teachers.

The survey covered 5,000 children from kindergarten through the sixth grade, 546 teachers and 54 parents.

In his findings, Dr. Hansen reported that of the children who see television regularly, 56% have sets in their homes while 35% view those of neighbors. Over half of them watch television to "some extent" every night of the week, he said, and one in three watch five or more programs during the afternoon and evening of school days.

Teachers Queried

Of the teachers queried, 44% said they do not believe video to be harmful to children. Another 7% had no opinion. To the question, "Have you reason to believe that children's present use of TV is contributing to educational achievement?", 58% of the teachers said "yes." Ten percent of the teachers said they feel television increases interest in reading.

Although beneficial effects were seen by a majority of teachers, 64% of them reported they also have "seen significant evidence of harmful effects of TV." Some teachers reported having seen harmful effects to only a few children, such as sleepiness, fatigue and lassitude, but thought it did not justify a general conclusion. A number of teachers also reported seeing both harmful and beneficial effects in the same classroom.

The parents who took part in the study registered a highly favorable reaction to video. Of the 54 surveyed, all but nine said they feel TV to be beneficial to their children. The benefit named most frequently by parents was that television has stimulated a "keen interest in news, scientific and travel programs . . . and has extended the interests of children."

Mrs. Peter Seitz, mother of two grade school pupils, suggested that parents guide their children in the selection of programs during "proper" hours.

The panel was moderated by Dr. Paul F. Douglass, American U. president. Other speakers included: Dr. L. D. Folkemer, director of religious activities at George Washington U.; Comdr. Thomas A. Harris, USN, head of the neuro-psychiatric branch of the Navy Bureau of Medicine and Surgery; Dee W. Pincock, FCC employe and television instructor at American U., and Mrs. Madeline W. Leckle, first grade teacher at a local school.

In Canada, Toronto educators already are concerned about the effect of TV on school children, although there is as yet no television in Canada. The educators are asking the Canadian Broadcasting Corp. to develop educational programs for use on the first Canadian TV stations to be opened by the CBC in September 1951 at Toronto and Montreal.

* * *

Set Owners Approve Paid Home TV in California

TELEVISION families in Southern California are willing to pay to see first run movies over home receiver sets, but not to see them on large size theatre screen, according to the quarterly Tele-Census of the TV Research Bureau of Woodbury College, Los Angeles.

Embracing some 3,000 TV set owners in Los Angeles, San Diego, San Bernardino and fringe areas of Riverside, and covering a 30 day period ending May 5, the research project was conducted under the supervision of Prof. Hal Avry. Some 500 students from Woodbury College, Valley College and Redlands U. handled interviews.

The survey shows 59% of the persons contacted in Los Angeles would pay $1 to see first run movies on their home sets; 34% gave negative answers. Only 24% declared they would pay average box office price (50-75 cents) to see a TV show on a large size theatre screen.

In San Diego 52% of those interviewed were for seeing movies at home and paying $1 for the service while 38% turned it down. Twenty percent said they were willing to pay to see TV on a large size theatre screen. San Bernardino figures revealed 56% for home viewing and paying for first run pictures and 32% against. While 56% were against seeing TV shows on large size theatre screen, 37% in the San Bernardino area gave their approval.

To a movie going question, 34% of those interviewed in Los Angeles, and having receivers more than 12 months stated they attended movies less frequently and 39% reported no change in habit. Of San Diegans interviewed, 41% reported attendance at movies as the same, 31% attended less. In San Bernardino, 32% said there was no change in theatre attendance habits, 42% admitted going less frequently.

Set Owners Pleased

After having acquired TV sets, 97% of the Los Angeles owners declared they were "glad," primarily because of entertainment economy and more home life. San Diego "pleased" figures were 92% with San Bernardino 98% and for the same reasons disclosed by Los Angeles set owners. Of those interviewed in Los Angeles 67% said they spent more time at home, with San Diego figure at 58% and San Bernardino 76%.

About half of those interviewed indicated they would like to buy a new and larger screen set this year. Makes of sets in homes contacted include RCA, Philco, Hoffman, Packard-Bell and Admiral.

Length of Ownership

In homes having sets over 12 months, 19% of the owners in Los Angeles said they are viewing programs more, with 28% giving an answer of "less," according to the survey. The San Diego figure has increased, with 18% more attention given to viewing by owners who have had sets a year or more. In San Bernardino there is a difference of 4%, with 26% reporting more viewing and 30% declaring they watch TV less.

Time For Beany is still tops with children in the popularity poll and Hopalong Cassidy is a close second. Milton Berle holds first place in popularity with adults, according to the survey and comes in for third place with the children. *Spade Cooley Show*, movies and wrestling, in respective order are popular features with set owners. Viewers would like to see Bob Hope, Bing Crosby, Jack Benny and Red Skelton on TV, giving their preference in that order.

To the question of whether crime and detective type shows should be shown at different hours than cur-

(Continued on Telecasting 8)

Weekly Television Summary — May 15, 1950 TELECASTING Survey

City	Outlets On Air	Number Sets	City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	2,828	Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV	530,645
Ames	WOI-TV	9,100		KTTV, KECA-TV	28,322
Atlanta	WAGA-TV, WSB-TV	32,350	Louisville	WAVE-TV, WHAS-TV	34,706
Baltimore	WAAM, WBAL-TV, WMAR-TV	158,089	Memphis	WMCT	22,000
Binghamton	WNBF-TV	13,000	Miami	WTVJ	109,547
Birmingham	WAFM-TV, WBRC-TV	14,000	Milwaukee	WTMJ-TV	87,700
Bloomington	WTTV	5,800	Minn.-St. Paul	KSTP-TV, WTCN-TV	200
Boston	WBZ-TV, WNAC-TV	339,234	Nashville	.....	77,500
Buffalo	WBEN-TV	93,288	New Haven	WNHC-TV	26,000
Charlotte	WBTV	14,568	New Orleans	WDSU-TV	
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	457,565	New York	WABD, WCBS-TV, WJZ-TV, WNBT	1,270,000
Cincinnati	WCPO-TV, WKRC-TV, WLWT	106,900		WOR-TV, WPIX	Incl. in N. Y. estimate
Cleveland	WEWS, WNBK, WXEL	223,236	Newark	WATV	15,374
Columbus	WBNS-TV, WLWC, WTVN	57,300	Norfolk	WTAR-TV	27,457
Dallas, Ft. Worth	KBTV, KRLD-TV, WBAP-TV	52,500	Oklahoma City	WKY-TV	23,013
Davenport	WOC-TV	10,428	Omaha	WOW-TV, KMTV	483,000
Quad Cities	Includes Davenport, Moline, Rock Island, East Moline		Philadelphia	WCAU-TV, WFIL-TV, WPTZ	7,000
Dayton	WHIO-TV, WLWD	48,100	Phoenix	KPHO-TV	105,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	247,000	Pittsburgh	WDTV	887
Erie	WICU	33,459	Portland, Ore.	.....	49,140
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	52,500	Providence	WJAR-TV	29,073
Grand Rapids	WLAV-TV	30,000	Richmond	WTVR	35,436
Greensboro	WFMY-TV	11,475	Rochester	WHAM-TV	15,700
Houston	KLEE-TV	21,500	Salt Lake City	KDYL-TV, KSL-TV	15,784
Huntington-Charleston	WSAZ-TV	8,770	San Antonio	KEYL, WOAI-TV	37,106
Indianapolis	WFBM-TV	41,200	San Diego	KFMB-TV	49,242
Jacksonville	WMBR-TV	9,878	San Francisco	KGO-TV, KPIX, KRON-TV	78,000
Johnstown	WJAC-TV	18,822	Schenectady	WRGB	29,000
Kalamazoo-Battle Creek	.....	18,926	Seattle	KING-TV	128,000
Kansas City	WDAF-TV	34,267	St. Louis	KSD-TV	38,913
Lancaster*	WGAL-TV	44,804	Syracuse	WHEN, WSYR-TV	40,000
Lansing	WJIM-TV	12,000	Toledo	WSPD-TV	24,100
			Tulsa	KOTV	13,200
			Utica-Rome	WKTV	128,100
			Washington	WMAL-TV, WNBW, WOIC, WTTG	34,741
			Wilmington	WDEL-TV	

* Lancaster and contiguous areas. Total Markets on Air 61 Stations on Air 104 Sets in Use 5,764,261

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committee, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

FOR THE 1st 2nd 3rd 4th 5th 6th FOR THE 7th time

BALTIMORE Leads the Nation*

51.6% of the average 6-10:00 P. M. Baltimore broadcast (radio and television) audience now watches TV*

*See C. E. Hooper, Inc., "TV Station Audience Index" Feb.-March.

and

WMAR-TV *Leads all* radio and TV stations in **BALTIMORE** Hooper Ratings

WMAR-TV
(One of 14 Unlimited Time Stations in Baltimore)
(3 TV—5 A. M.—6 F. M.)
ATTRACTED
19.6%
Of The Total Audience
6.00 P. M. to 10.30 P. M.
Feb.-Mar., 1950

IN MARYLAND MOST PEOPLE WATCH

WMAR-TV

CHANNEL 2

REPRESENTED BY THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Telestatus

(Continued from Telecasting 6)

rently, 42% in Los Angeles were for readjustment to later hours, 31% recommended they remain at their present times. In San Diego 43% were for readjusted time and 21% said to leave those telecasts as they are at present. San Bernardino figures show 42% against a shift while 31% want telecast hour changed for crime shows.

TV, as a whole, has created no major problem with children's habits, according to the parents interviewed. In Los Angeles, however, 26% of the parents said TV affects bedtime hours. In San Diego the same complaint was registered by 22% of the parents interviewed and in San Bernardino by 16%. Interference with homework was the second complaint, registered by 9% of the parents in Los Angeles, 7% in San Diego and 6% in San Bernardino.

* * *

Berle Leads Multi Market Telepulse

MILTON BERLE's *Texaco Star Theatre* was the most popular television program during the period April 1-7, according to the Multi Market Telepulse released last week by The Pulse Inc. Ratings of the top 10 television network programs in addition to the average quarter-hour sets in use and percent of TV homes to the total number of families in the nine cities covered by The Pulse Inc. follow:

	Program Average Rating	
	Apr.	Mar.
Texaco Star Theatre	54.4	53.1
Godfrey's Talent Scouts	42.6	42.1
Godfrey & His Friends	41.7	38.6
Toast of the Town	40.9	40.5
Stop the Music	34.4	33.7
The Goldbergs	33.6	35.3
Saturday Night Revue	33.5	
Kraft TV Theatre	32.6	31.7
Fireside Theatre	30.3	30.7
Studio One	30.0	29.0

AVERAGE ¼ HOUR TV SETS-IN-USE
Entire Week, 12 Noon-12 Midnight

	Apr. 1950	Mar. 1950	Apr. 1949
Boston	27.4	24.7	
Chicago	29.9	28.6	28.3
Cincinnati	36.6	34.6	
Cleveland	30.3	26.3	
Dayton	32.1		
Los Angeles	29.0	27.5	
New York	34.2	33.2	25.6
Philadelphia	31.8	30.0	26.9
Washington	24.4	24.3	
All Markets Combined	31.2	29.9	

% OF TV HOMES IN TOTAL FAMILIES

	Apr. 1950	Mar. 1950	Apr. 1949
Boston	24.2	22.1	5.2
Chicago	28.3	25.9	7.2
Cincinnati	23.1	20.3	6.0
Cleveland	25.1	23.3	
Dayton	16.3	15.0	
Los Angeles	27.8	25.1	
New York	30.4	29.1	14.0
Philadelphia	31.5	29.4	13.0
Washington	28.1	25.8	
All Markets Combined	28.9	26.8	

* * *

Chicago Videodex Report for May

VIDEODEX, television rating service of Jay & Graham Research Inc., inaugurates a new policy of releasing monthly network returns by cities five days after the week surveyed. The top 10 Videodex Chicago TV shows for the week of May 1-7 follow:

1. Texaco Star Theatre	69
2. Godfrey and Friends	57
3. Talent Scouts	49.6
4. Toast of the Town	42.8
5. Saturday Night Revue	39.3
6. Fireside Theatre	38.2
7. Kraft TV Theatre	37.6
8. Man Against Crime	37.4
9. Original Amateur Hour	36.2
10. Garroway at Large	35.5

Te-Ve

Drawn for TELECASTING by John Ziegler

"The trouble with television today is everyone's working for peanuts!"

NEW TV UNIT

Stanford Shows Transmitter

NEW television transmitter that will partially solve problem of congested TV air lanes has been designed by Stanford U. Research Institute, it has been announced [TELECASTING, May 8].

Developed under sponsorship of John H. Poole, owner of KSMA Santa Maria and KALI Pasadena, and adapted to needs of his experimental station KM2XAZ Long Beach, Calif., the transmitter is designed for sending signals in the ultra-high frequency region of 475 to 890 mc recently authorized by FCC for experimental TV broadcasts. The experimental transmitter operates at 530 mc.

"Perfection of a transmitter of the type announced has been one long-sought step toward the opening of the UHF region for commercial broadcasting," the institute said. "Another is the development of converters for bringing UHF signals down to the VHF level of standard commercial receivers." Institute stated that such a prototype converter was designed and built under Mr. Poole's sponsorship last year.

Explaining importance of the transmitter, the institute added that: "Because even the best receivers have trouble clearly differentiating between two stations on immediately adjacent channels, the maximum practical number of stations which can be received well in any given area is seven. This limit has been reached in New York and Los Angeles."

TVA-SAG Dispute

(Continued from Telecasting 3)

vision films save kinescopes.

The SAG defined kinescopes—over which it does not dispute TVA's jurisdiction—as those made of live television programs simultaneously with the live telecast.

SAG said it was "gratified that TVA has decided to follow the lead of the guild which two weeks ago instituted NLRB action to settle this issue" and that it hoped TVA contract negotiations for performers in live television "will move to a speedy and successful conclusion."

A TVA spokesman described the TVA filing with the NLRB as a "counter petition" to the SAG's NLRB appeal.

Since its formation, TVA has endeavored to establish itself as the one over-all union for television talent. A month ago, it was accorded this jurisdiction by vote of the board of directors of the Associated Actors and Artistes of America, AFL, parent body of all performer unions.

Although the Screen Guild is a member of the 4A's, it bitterly protested the 4A's board action and has announced it does not feel bound by it to yield its jurisdiction over motion pictures, no matter for what purposes they are made.

Charles T. Douds, regional director of the NLRB in New York, said it was probable that the SAG and TVA NLRB petitions would be joined for NLRB action.

The probable course of NLRB procedure, it was thought, would be first to appeal to both union groups to agree on an election by their members to choose one of them as the bargaining unit, and, if that course failed, to set the whole matter down for formal NLRB hearings.

The second course was regarded as far more likely to develop than the first.

Meanwhile, any contract negotiations between telecasters or producers of television programs and either union group are virtually precluded. Authoritative estimates were that if the jurisdictional issue went to formal NLRB hearing, it might be months before it was resolved.

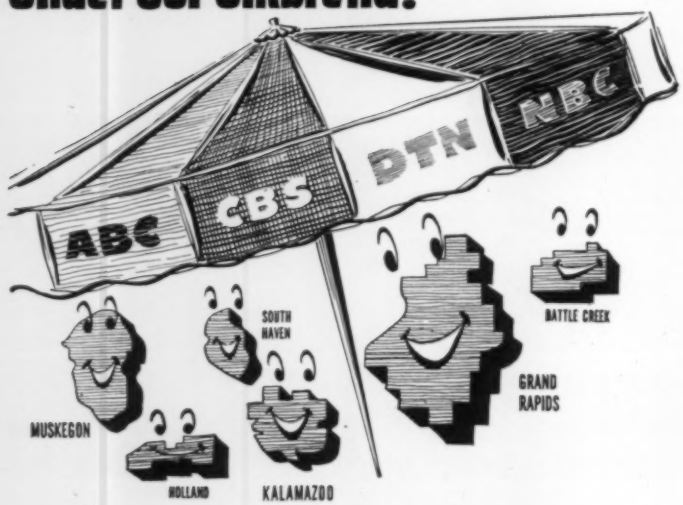
SELLING BY TV

Weaver Addresses Brewers

DESPITE the high cost of effective television advertising the nation's brewers will inevitably have to make full use of the new medium, Sylvester L. (Pat) Weaver, NBC vice president in charge of television, told the United States Brewers Foundation at its 74th annual convention in San Francisco May 3.

Television, Mr. Weaver said, will be the next battlefield for the brewers in their fight for a share of the nation's markets. The competitive advantage enjoyed by those brewers already in television will make it impossible for others to stay out, he said.

nothing but smiles under our umbrella!



LEONARD A. VERSLUIS STATIONS
HY M. STEED, MANAGER

WLAV AM-FM-TV

REPRESENTED BY JOHN E. PEARSON CO.

THESE GREAT MARKETS ONE MILLION PEOPLE . . . LOOK FOR TV FROM

WLAV-TV

GRAND RAPIDS, CHANNEL 7

The only Michigan **TV** *Station outside Detroit*

THIS LITTLE PIGGY WENT TO MARKET

THIS LITTLE PIGGY STAYED HOME

But both heard your sales message on TRANSIT RADIO

The Medium that tells you HOW many...WHO they are...and WHAT they cost

A SELECTED AUDIENCE . . . Breakdown of men and women riders, inbound and outbound. Audience composition breakdowns, by hours of the day—you can choose exactly the type of audience you want.

A COUNTED AUDIENCE . . . by half-hour periods. You know exactly how many people your sales message reaches. No "guesstimates," no surveys necessary.

A LOW COST AUDIENCE . . . With this precise information and Transit Radio's low rates, you can see at a glance your guaranteed cost-per-thousand.

A HOME AUDIENCE . . . Because of their unique "music and news" program structure, Transit Radio Stations capture the bulk of FM home listeners . . . with highest hours-per-day average. Check the FM listening reports.

AND REMEMBER, TRANSIT RADIO GETS RESULTS!

Call TODAY for the fact-full story from

TRANSIT RADIO, INC.

New York: 250 Park Ave., Mu.H. 8-3780
Chicago: 35 E. Wacker, Fin. 6-4281

And in *CINCINNATI, OHIO*

transit radio is **WCTS·FM**

Times-Star Bldg.—GA 1331
Affiliated with WKRC-WKRC-TV and the Cincinnati Times-Star

TRANSIT RADIO IS AVAILABLE IN ALL THESE MARKETS . . .

(And coming soon in scores of others):

Allentown, Pa.	WFMZ
Baltimore, Md.	WMAR-FM
Bradbury Heights, Md. (and suburbs of Wash., D. C.)	WBUZ
Cincinnati, Ohio	WCTS
Des Moines, Ia.	KCBC-FM
Evansville, Ind.	WMLL
Flint, Mich.	WAJL-FM
Houston, Tex.	KPRC-FM
Huntington, W. Va.	WPLH-FM
Jacksonville, Fla.	WJHP-FM
Kansas City, Mo.	KCMO-FM
Omaha, Neb.	KBON-FM
Pittsburgh, Pa.	WKJF
St. Louis, Mo.	KXOK-FM
Tacoma, Wash.	KTNT
Topeka, Kans.	WIBW-FM
Washington, D. C.	WWDC-FM
Wilkes-Barre, Pa.	WIZZ
Worcester, Mass.	WGTR-FM

One Pickup

PLAYS ALL DISKS

New Fairchild Turret-Head 3-Way Transcription Arm Plays Standard Laterals, Microgrooves, and Verticals Without Plug-ins . . .

WHAT IT IS:

A revolutionary new pickup with provision for 3 separate cartridges—All in ONE arm

WHAT IT DOES:

Obsoletes plug-in cartridges. Eliminates extra pickups on turntable. Performs functions of 3 separate pickups.

RESULTS:

- *Lateral, Vertical, Microgroove in 1 Arm*
- *Any combination of cartridges in 1 Arm*
- *Simply turn knob to select cartridge*
- *Pressure changes automatically*
- *Optimum performance — separate cartridge for each function*
- *No arm resonance — new viscous damping*
- *Fits all transcription turntables.*

Write for Illustrated Details

Fairchild

RECORDING EQUIPMENT CORPORATION

154TH STREET AND 7TH AVENUE
WHITESTONE, N. Y. FR-113

TV REVENUE PLAN

Asks More Spot Time

WORRIED about the costs of operating a video station and seeing no chance to get out of the red for years to come, a thoughtful broadcaster has come up with a plan for increasing station revenue which he has asked TELECASTING to present to the networks, advertisers and advertising agencies.

In essence, his proposal is that the TV networks shorten their program periods so that their affiliate stations can have more announcement time to sell. A quarter-hour program, now actually 14½ minutes, would be reduced to 13½ minutes by this plan, and a half-hour show would run not 29½ minutes as at present, but 28½ or perhaps 27½ minutes.

Author's Thinking

The author of this plan, manager of an outstandingly successful radio station which last year added a TV station to its operation, presented his thinking as follows:

Interconnected as well as non-interconnected TV stations are having quite a struggle. If and when the Commission lifts the freeze and if and when all the current and future applicants get on the air, it is reasonable to assume that more and more of us will have more and more operational and financial problems than anticipated. It is also reasonable to assume that many of these stations will "see red" for long periods of time—longer perhaps than many of them can afford financially. It follows then that a lot of the boys who have large capital investments in TV will be forced out of business—thereby retarding the overall progress of the industry.

The life blood in TV, as far as station operators are concerned, is derived from 1-minute and/or 30-second national spot announcements. Those of us who are not on the cable have been fairly successful in selling these spots between network shows and simply starting the upcoming network show 30 seconds or 1 minute late. So far the networks have not squawked too much about this general practice. As far as the interconnected stations are concerned though, this of course is impossible since the networks have chosen to program their television on a radio time segment basis—that is, 14½ minutes for a quarter-hour show, 29½ minutes for a half-hour show, etc.

My idea is simply for the networks to agree among themselves and with their clients to change their rate structure and overall programming to the extent that their affiliates might be allowed to pick up that extra buck that will keep them in business. I mean simply that instead of setting up 15-minute shows on a 14½-minute basis, they should set them up on a 13½-minute basis and sell them accordingly. Half-hour shows should be set up on a 28½-minute scale—or even 27½-minutes. This would allow stations to sell remunerative spots on either side.

When this plan is discussed with the networks, their first question will probably be: "Where do the networks benefit by this plan?" The answer is simple. Number One—if something along these lines is not instituted by the networks, I firmly believe that some day in the not too distant future, the networks will find themselves with affiliates only in major markets—with a few scattered rich boys carrying their programs to other limited areas. Number Two—If the networks do not attempt some plan along these lines, I am afraid that many stations—probably a majority of stations—will be forced to lean on national spot programming (or of course local programming in areas where talent is available) to the exclusion of network programming. This I believe you will agree would be more detrimental to networks than revamping their scheduling along the lines suggested above.

Isn't it better for networks to allow a station to sell a 1-minute spot following a network show—or would they prefer that the station delete the network entirely in this period and program it with a more remunerative national spot show?

Before publishing the proposal for general discussion, TELECASTING informally submitted it to the top executives of the four networks and to a number of agency television directors. Some of them declined to comment. Those who did express their reactions were unanimous on two points: They all opposed the plan and they all insisted that their replies not be identified with them or their organizations.

The network reactions were well presented by one top executive in the following statement:

Every TV broadcaster is making his own future in television. As of today there are a number of television stations which are in the black without doing a big programming job themselves. This is true of both on-cable and off-cable stations.

Hourly rates in television are already, by and large, at a much higher level than are comparable radio rates and they will continue to go higher. We can expect—within a couple of years—television rates will generally be from three to five times higher than radio rates. And this, whether on a national spot, local or network basis, will mean that much more income to the television station. Obviously they wouldn't be this high unless the television stations' operations were so much more costly than those of radio stations.

It is more than likely that independently owned television stations will get in the black much more quickly than will networks. Reducing the present alleged quarter-hour, which is actually 14½ minutes, to 13½ minutes would require proportionate decreases in time costs to national advertisers and this is certainly not in the cards at this writing.

The author of this proposal has apparently forgotten his own responsibility as a television station operator—that is, the responsibility to do programming on his own rather than merely trying to coast on network programming. The history of successful radio has been one of the station operator doing a good job of local programming around his network programming and charging prices accordingly. Why doesn't this particular station operator, instead of asking for more time between network programs, double his rate for the 30 seconds that he now has between programs? There's nothing to stop him from doing this and getting the additional revenue.

As far as using a minute or a minute-and-a-half, arbitrarily, as far as the station is concerned, we are being faced today—where this occurs—with being forced to rebate to the advertiser. If he buys his network program to start at 8 o'clock, he wants to start at 8 o'clock and not at 8:01.

All in all, there apears to be a lack of thinking on the part of the creator of the plan. Any station is at complete liberty to determine not to make a network affiliation, if it does not care to. Most of them care to because the advantages are, to a thinking station operator, quite obvious.

Client Disfavor

Agency reactions agreed that the proposed plan would not be favored by their clients, whether sponsors of TV network programs or of video spots. The network sponsor, it was pointed out, is already complaining of the high costs of video programming and feeling that it is not quite fair that the spot advertiser should be allowed to cash in on the major expenditures of the program sponsor. He would certainly object most emphatically to any more

TV BUSINESS

Cramer Sees Rapid Growth

THE MANUFACTURING-distributing side of television can easily amount to $2 billion in the year 1950 alone, Leonard F. Cramer, vice president of Allen B. DuMont Labs, said Tuesday in a talk before a luncheon meeting of 40 DuMont dealers in the Boston area, held at Boston's Copley-Plaza Hotel. Mr. Cramer predicted that within the next two years television will be one of the nation's top 10 industries.

He noted that the total investment in TV equipment in the country already exceeds $2.5 billion and with addition of the '50 investment, may be expected to reach the $4.5 billion mark by the end of the year. Mr. Cramer pointed out that these figures "leave out telecasting entirely. However, in February the TV networks reported $1,730,259 in total billings, that was 299% over the same month in 1949. First quarter charges of all four of the TV networks are well over last year's figures for the similar period.

"The impact of television as an advertising medium will stimulate business activity 10% to 15%," Mr. Cramer stated, adding that "at the present time more than 2,500 concerns use television to sell their goods and services." As a concrete example of the impact of video advertising, he cited a recent statement by Marion Harper, president of McCann-Erickson, that for 23 of the agency's clients sales had increased from 19% to 37% in TV markets compared to sales in areas without video service [TELECASTING, April 24].

WMAR-TV Baltimore is cited "for distinguished public service in highway safety," as Alfred P. Sloan (r), chairman of the board of General Motors, presents the Alfred P. Sloan Radio Award to E. K. Jett, WMAR-TV director. Occasion was the awards dinner held May 8 at New York's Waldorf-Astoria Hotel.

time for station break commercials between programs, it was stated.

The spot user would object with equal emphasis, according to the agency executives, who pointed out that the television audience now gets four commercials—the closing commercial of one program, the station break, the so-called service announcement which is combined with the station identification and the opening commercial of the next program—within a period of about two minutes. To add any more would be confusing to the viewer and useless to the advertiser, the agencies believe, and they said they would fight against any such proposal by recommending that their clients stop using TV spots under those circumstances.

In Light of Radio History

These arguments should perhaps be weighed in the scales of radio history. Network advertisers have time and again tried to free their programs from neighboring announcements; networks have tried to compel stations to eliminate station break commercials at certain times; neither advertisers nor networks have been able to make any appreciable headway against the inescapable economic fact that without the revenue from announcements few stations would be able to operate in the black.

The costs of TV operations, as the author of the shorter network program plan has pointed out, are much greater than those of radio. At least one network, ABC, has recognized the validity of his argument that more time for station break announcements is needed to provide adequate station revenue. All of ABC's half-hour TV network sustaining programs are presented in a 28/40 format, as compared to the 29/25 format of the network's half-hour commercial shows. But when one of the ABC sustainers recently went commercial its sponsor resolutely refused to accept the shorter time period which had been established and insisted on his full 29 minutes, 25 seconds.

Television is presenting many new problems to broadcasters and advertisers alike and the formulas established by radio over the past 25 years may not always provide the right answers for TV. The station-network time allotment problem posed above is as serious as it is controversial and the early discovery of a solution that will operate to the benefit of all concerned—stations, networks and advertisers — is imperative. TELECASTING will welcome constructive comments from any and all of its readers.

Johnson 'Meets Press'

SEN. EDWIN C. JOHNSON (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, was scheduled to appear yesterday (Sunday) on NBC-TV's *Meet the Press*, 4:30-5 p.m (EDT).

Film Report

WORLDWIDE rights to six *Lum 'n' Abner* video features, on both 35mm and 16mm film, have been purchased by **Post Pictures Corp.**, New York. . . . New treatment for obtaining sponsor identification on feature film presentations was announced by **James G. Riddell**, president of WXYZ Inc., Detroit, and shown on WXYZ-TV's *Theatre Hour* April 30. Process developed by **John Pival**, production manager of station, shows advertiser's name at bottom of screen in such a way that it does not detract from action. Each sponsor is given one-minute spot at beginning of act, plus constant identification during purchased period.

Arrangements to telecast 68 recent **J. Arthur Rank** films have been completed by **WLWT (TV)** Cincinnati. Many of the films have not been shown in American theatres. Films, all made since 1944 and mostly in 1947-48, include "I Know Where I'm Going," "Tawny Pipit," and "This Happy Breed". . . .To introduce its new Hopalong Cassidy Socks, children's socks with picture of Hoppy on each pair, **Sport-Wear Hosiery Mills Inc.**, New York, has prepared one-minute TV commercial. Film with 15-second open-end on audio for local store message can be secured by contacting **Harry Feigenbaum Adv. Agency**, 2011 Walnut St., Philadelphia 3, Pa.

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Martin B. Campbell, *General Manager*

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Seattle	KING-TV

Color Windup

(Continued from Telecasting 3)

issued directly to it."

Mr. Coe said RCA studies indicate "slightly less than 30% of these electronic patents were applicable in the general radio broadcasting industry, including both transmitters and receivers," or a total of 1,800. About one-half of these, or 900, he said, "have particular application to television transmitters and receivers."

He estimated RCA under sublicensing agreements has the right to license about 900 additional patents relating directly to TV transmission and reception.

The witness explained that of these two groups of patents relating specifically to TV about one-third apply to transmitters and two-thirds to receivers. An exact count is difficult, he said, since some apply to both.

Under cross-examination by Mr. Bauer as to why RCA does not mark all of its patents and does not require its sub-licensees to do so, Mr. Coe explained the necessary information is contained in the licensing agreement and RCA believes this is lawful.

Mr. Bauer asked, "What is your intention with RCA patents, to have just a pool and not identified as to what you use, so that when you give a license you give a license to use the RCA patent pool?"

"No," was Mr. Coe's prompt reply. He asserted, "First of all, I do not regard the RCA patent structure as a pool."

Questioned on Patents

Mr. Bauer asked if it was RCA's policy to "wait until your licensees make the demand that you acquire the right to sub-license patents or is it your policy to look after that patent structure and acquire patents that you think the TV receiver licensee should have in order to build receivers without getting a license from another?"

Replying that it is RCA's policy to acquire non-exclusive rights for itself and when possible the right to pass it on to RCA licensees, Mr. Coe said: "The RCA never is interested in the acquistion of sublicensing rights, except in those situations where of necessity or at least of a very desirable approach those rights are necessary for RCA alone." He added he knew of "no case where RCA has been interested or has acquired sub-licensing rights without having to have those rights for itself.

When Mr. Coe testified RCA keeps licensees notified of its new inventions through industrial bulletins and laboratory demonstrations but does not report on such inventions until RCA first proves them practical, Chairman Coy expressed concern about the point where RCA "makes the judgment as to the practicability of the invention and its usefulness."

He asked the witness if from this it might be assumed that suppression of new developments could occur. Mr. Coe agreed it might be "theoretically possible" but held "it does not happen at RCA."

Mr. Bauer queried the witness as to whether RCA is better off than its licensees since it cannot sublicense the Hazeltine patents which it has rights to. Hazeltine has a license system competitive with that of RCA and RCA's licensees can get separate licenses from Hazeltines just as RCA does, the witness explained.

W. A. Roberts, counsel for Allen B. DuMont Labs, asked Mr. Coe if RCA has the right to conduct suits for infringement, to restrain infringement or to recover damages thereon with respect to those patents which RCA has the right to use itself and also sub-license. Mr. Coe said he couldn't speak for all agreements but that on some RCA does. On the majority RCA does not, he added.

When Mr. Roberts asked whether RCA has the right to sue under licenses secured from American Telephone and Telegraph Co., General Electric Co. and Westinghouse Electric Co., Mr. Cahill objected on the ground Mr. Roberts was attempting to try his client's case before FCC rather than the courts since those agreements are in litigation between RCA and DuMont.

Right to Sue Covered

Asked for specific examples where RCA does not have the right to sue, Mr. Coe named Philco and Crosley.

Comr. Robert F. Jones, recalling earlier testimony of David B. Smith, Philco Corp. vice president, asked Mr. Coe what RCA is getting for the $3,000,000 it is paying Philco for receiver patent rights if Mr. Coe wasn't able to tell FCC whether or not RCA is using those patents. He asked if it could be assumed this was a rebate on license royalties Philco is paying RCA.

RCA Counsel Cahill objected vigorously to this assumption, stating there was nothing in the record to support it and that "grave consequences" could ensue.

Comr. Jones said that since it is not positive on the record that RCA is using these patents, it is a "fair inference" to assume alternatively that RCA is buying a property right in order to furnish a rebate. "Criteria for use or purchasing utility of property rights either to license or sub-license needs some justification in this record," Comr. Jones said, and it's "up to RCA to tell us just what property it has bought."

To Mr. Cahill's assertion that the inference was unfair, Comr. Jones said the record "leaves some room for speculation since RCA hasn't been specific." Mr. Cahill retorted that "RCA is not buying anything for $3,000,000 that is of no value."

Value of Philco Pact

Mr. Coe testified the "elements of value" in the Philco agreement were that "there were two or three hundred patents, a comparable number of pending applications, and a provision that RCA was to have freedom during the term of the contract under any developments that came from the Philco Laboratories." He said the agreement was still in effect.

Comr. Jones asked Mr. Coe whether "the policy enunciated in 1940 was if one patent was needed from RCA in order to build equipments called for under the standards" the full royalty rate for all patent privileges must be paid.

Mr. Coe replied, "If they want the full license and the right to use all of our patents, to get that patent they pay the royalty, and they pay it if they use one patent. If they don't use any patents, they don't pay any royalty." The amount was later established at 2.25% on manufacturer's selling price. Mr. Coe indicated all RCA licensees pay the same rate and that there is no discrimination.

Cites Competition

Mr. Coe told Comr. Jones he agreed with Gen. Sarnoff that from the standpoint of public interest it is good to have a number of different laboratories working on television techniques. The witness also told Comr. Jones there was competition between these laboratories.

When Mr. Coe in reply to a question said he didn't know of "anyone that has the royalty such as ours," Comr. Jones asked if it would be in the public interest to have a more even division of royalties in order to have income for research in more than one company. The witness said, "I think you have that. There is more than one company now engaged in research."

"Would it be in the public interest to strengthen by selecting a broad base of patents for our standards so that more than one company would have adequate financial support," Comr. Jones asked.

"I would think that the basis of selection of standards," Mr. Coe replied, "is what will result in the best service and the best product regardless of who owns the patents."

Comr. Jones continued, "Theoretically if one company has the largest share of the patents, either owned by itself or by purchasing the right to sub-license others, and in addition having the licensing rights and earning an income from practically every licensee in the manufacture of television receiving sets, doesn't it appear to you there would be more equal opportunity in the trading and exchange of patent information and more mutuality if there was a division of income among the several companies having laboratories?"

"I don't think so," Mr. Coe replied, "because I don't see how you could divide this thing except according to your patent merit. . . . As far as I am aware this acquisition of sublicensing rights has not failed to stimulate the continuance of research by

Johnson Lauds FCC

SEN. EDWIN C. JOHNSON (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee which has consistently prodded the Commission on color TV, told TELECASTING Thursday that "I'm proud of the job they've done." He noted FCC had "explored the field" during the extended hearings but conceded he doesn't know "what the results will be" and would withhold further comment until a decision is reached by the Commission.

other laboratories. Certainly no one has suggested that the Bell Labs. have ceased or that Philco has ceased, or in any way diminished their research activities."

Mr. Coe also suggested that patents have a way of expiring, hence selling of rights to RCA "has every inducement" to such firms "to strengthen their research and their patent position."

"As a matter of fact then," Comr. Jones asked, "assuming that the Toulon patent lasts until 1955, and it is basic to your system, and that you have other patents that will be granted later adapting the Toulon dot interlace system to yourself that will run over until 1962, will that not continue the predominance of RCA in the patent licensing and sub-licensing field for an additional number of years?"

"If our system is adopted," the RCA witness replied, "I would assume that our patent position would be stronger, not for the reason because of that adoption, but because that is the system we have been concentrating our research, and our inventions are more likely to be more important and more numerous."

Dr. Goldmark, who appeared briefly Monday and again Wednesday morning, asserted the "possibility of the RCA system ever becoming a practical home broadcast service is extremely doubtful." He said RCA's problems "are monumental and fundamental."

The CBS inventor contended Gen. Sarnoff was wrong in calling the color disc a "harness" and held that if it were not for this disc, and the quality of the CBS picture, there never would have been a color hearing. Dr. Goldmark argued the color wheel was rather a "starting point for a practical, inexpensive home color TV system."

Claims No Registration Problem

Dr. Goldmark said the CBS system, using the disc, was the only one that has no registration problem at either the camera or the receiver. He charged RCA and others have minimized this problem and noted that if the RCA camera tubes are off one element the picture resolution is cut to 25% of that usually obtained.

Regarding color fidelity, Dr. Goldmark said three points were important: Faithfulness at a given point in the picture; uniformity over the whole screen, and stability under home conditions over a long period. He contended CBS has met all three of these conditions and that RCA has not, and he doubted it ever could. He said RCA itself has admitted color cross-talk to be a problem in small detail.

Even though Gen. Sarnoff characterized the CBS picture as "degraded," Dr. Goldmark said he has seen all RCA demonstrations and the RCA picture under all conditions has been "degraded."

The CBS witness considered the CBS picture adequately bright for satisfactory viewing and without flicker. He said the RCA tricolor tube used with the CBS system would automatically increase brightness since RCA light emission occurs only 15% of the time due to the mixed highs while CBS light occurs 100% of the time.

He said CBS home equipment could be available within a few months but that "grave doubts" exist that RCA equipment ever can be ready. He held CBS also would beat RCA on receiver costs even if the number of tubes were the same since RCA would require exacting construction and testing because of its critical circuits and close tolerances.

Dr. Goldmark asserted the dot interlace technique used by RCA is twice as susceptible to interference as the simple form proposed as a refinement of its system by CBS. He said CBS doesn't need oscillator suppression either.

Although he considered the question of compatibility to have been well covered already, Dr. Goldmark said he found on RCA receivers in his hotel suite that black-and-white pick up of RCA color programs suffered from bad aural signal interference to the picture. He said if this problem can't be adjusted, "RCA is not compatible" to monochrome standards without antenna or set modifications being made.

Dr. Goldmark testified at length to his experience with an RCA color receiver at the home of FCC General Counsel Benedict P. Cottone one evening. He indicated the color and registration were poor and that the picture also suffered from interference. He said he found the color phasing control very touchy, difficult to adjust and frequently out of adjustment.

COLOR FINDINGS

FCC Tells Participants To File Proposals

SCOPE and complexity of FCC's problem in deciding the color television issue were made evident last week in the specifications it issued for the submission of proposed findings and conclusions by participants (also see story Telecasting 3).

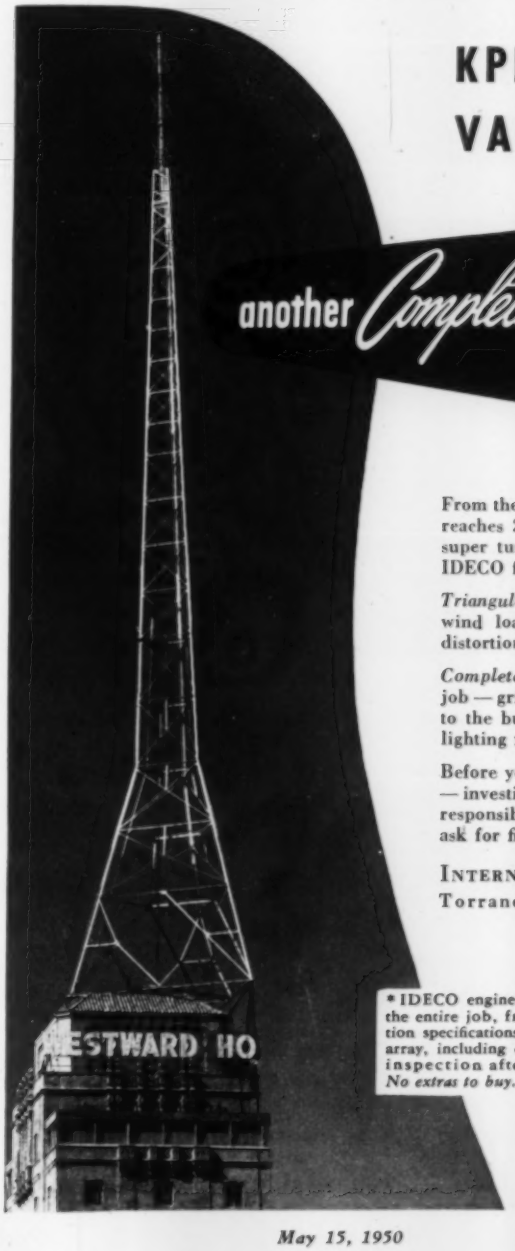
The Commission called upon RCA, CBS and CTI—proponents of specific color systems—to file proposed findings and conclusions relating to their own systems, and set out a 2½-page list of points to be covered.

Other participants will be permitted to file proposed findings and conclusions—and RCA, CBS and CTI may also do so with respect to the systems of each other—on condition that they cover all of the points specified by the Commission.

Deadline for filing the material is 20 days after the record is closed, and replies may be submitted 10 days later. The record is expected to be closed about May 25-26, the dates set for final cross-examination and rebuttal after the CTI demonstration in San Francisco on May 17.

Among the information FCC called for were "precise" statements of "the specific transmission standards proposed" and "the specific rules and regulations pro-

(Continued on Telecasting 14)



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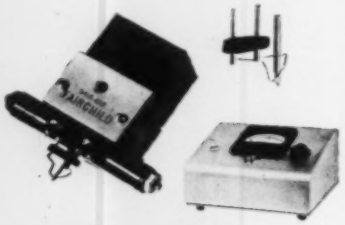
WHAT IT IS:

A kit of special styli with miniature heating elements, a cutterhead adaptor and a heat control with calibrated meter.



WHAT IT DOES:

Applies thermoplastic principles to disk recording; eliminates mechanical loading of the cutter by the disk material.

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Color Findings

(Continued from Telecasting 13)

posed"; recommended policies on compatibility, convertibility, patents, desirability or undesirability of establishing color standards at this time, minimum and maximum number of hours of colorcasting, and the handling of the transition from black-and-white to color.

Complete list of subjects on which information was requested:

Proposed Findings of Fact

1. **Description of sytem:** Brief description of technical operation and characteristics of the system.

2. **System and apparatus capabilities and performance—present:** Description of the present development of the system and of various types of transmitting and receiving apparatus employed in the system for color and monochrome transmission and reception. Such statement should include specific reference to the following factors in connection with each type of apparatus:

(a) COLOR RECEPTION:
(1) Overall picture quality
(2) Brightness
(3) Color breakup and fringing
(4) Color fidelity and color contamination
(5) Contrast
(6) Picture texture
(7) Flicker, dot crawl, line crawl, etc.
(8) Picture size limitations
(9) Viewing distance and angle
(10) Registration
(11) Resolution—horizontal
(12) Resolution—vertical
(13) Transmitting apparatus, including description, availability (dates and quantities), cost, original and maintenance, etc.
(14) Receiving apparatus, including description, availability (dates and quantities) cost (original and maintenance), etc.
(15) Network transmission, including capability for transmission over existing and proposed network facilities.
(16) Convertibility of existing television receivers to receive color transmissions in color, including description of converters, availability (dates and quantities), cost (original and maintenance), etc. Include a statement as to whether existing television receivers designed to receive television programs in accordance with present transmission standards will be able to receive television programs transmitted in accordance with the proposed new color standards simply by making relatively minor modifications in such existing receivers.

(b) MONOCHROME RECEPTION:
(Same information as that required with respect to color reception in 2(a) above, except that items on color breakup and fringing and color fidelity do not apply, and Item 16 relates to ability or adaptability of existing sets to receive color transmissions in monochrome.)

3. **System and apparatus capabilities and performance: prospective:** Description of system and apparatus developments actually disclosed in record, showing their status of development, plans for future developments, estimates of dates available, and effect upon factors listed under "2(a)" and "2(b)" *supra*.

4. **Interference:** Statement of precise data available concerning susceptibility of the system and various types of apparatus to interference and similar effects, and statement of how such interference may be minimized, with respect to the following:

Co-channel interference; adjacent-channel interference; oscillator radiation interference or other in-channel interference such as diathermy harmonics and other station harmonics, including interference to any subcarrier employed in the system; image interference; noise; ghosts; ignition interference.

5. **Field tests and public reaction tests:** Summary of all field tests and public reaction tests conducted concerning the system and each type of apparatus, specifying purpose and results of said tests. Statement of adequacy and weight to be given to the field tests and public reaction tests conducted for the purpose of adoption by the Commission of transmission standards concerning the system.

6. **Plans:** Statement of plans to be put into effect in event the system is adopted by the Commission as basis for transmission standards (a) on an exclusive basis, and (b) as one of two or more systems. Include plans as to manufacture of transmitting and receiving apparatus, and as to broadcast and networking of color programs.

Proposed Conclusions

7. Precise statement of specific transmission standards proposed.

8. Precise statement of specific rules and regulations proposed.

9. Statement of recommendations as to policies with respect to the following:

Compatibility; convertibility; patents; desirability or undesirability of promulgating color television standards at the present time in the light of the development of the art (include a statement as to social value and economic cost to the American public of adoption of any specific system at this time or at a later time); minimum and maximum number of hours of color broadcasting; handling of transition from present situation in television broadcasting to color television broadcasting.

10. Statement of any other proposals or recommendations.

NEW COAX LINK

AT&T Announces Construction

CONSTRUCTION of a new coaxial cable link scheduled for television service next October between Indianapolis and Louisville has begun, the AT&T announced last week. The cable initially will carry one video channel from Indianapolis to Louisville.

AT&T also said that construction was proceeding on a Dayton-Indianapolis radio relay system which will connect with television network channel already operating.

SMITH TO WCAU-TV

Is TV Operations Manager

THOMAS FREEBAIRN SMITH takes up duties today (Monday) as manager of television operations for WCAU-TV Philadelphia. His appointment was announced last week by Charles Vanda, vice president in charge of television for WCAU Inc.

Mr. Smith formerly was with Foote, Cone & Belding and Ruthrauff & Ryan.

NIELSEN DATA

Issues First TV Ratings

A. C. NIELSEN Co. has issued its first National TV Nielsen-Ratings Report for subscribers. It is the successor to "TV-Network Hooperatings" acquired by Nielsen last March [BROADCASTING, March 6].

Acquisition of the Hooper services, the Nielsen firm said, set off its program of expansion and improvement of the TV ratings.

Improvements coordinated in the report thus far are (1) figures for total TV audience, (2) increased information and program ratings of "useful types," (3) pocket size report, (4) reduced charges for copies, (5) elimination of branch office charges, (6) faster delivery of reports, and (7) inclusion of alternate-week programs.

Nielsen's compilation of top TV programs for March, based on the weeks of March 1-7, and 15-21, both the Angels and All Stars:

AUDIENCE DELIVERED
(Average Audience Basis)

Number of TV Homes Reached in Total U. S. A.

Rank	Program	Homes (000)
1	Texaco Star Theatre (NBC)	3,377
2	Godfrey and Friends (CBS)	2,334
3	Toast of the Town (CBS)	1,985
4	Big Story (NBC)	1,924
5	Philco TV Playhouse (NBC)	1,915
6	Godfrey's Talent Scouts (CBS)	1,876
7	Lone Ranger (ABC)	1,828
8	Stop the Music (Admiral) (ABC)	1,746
9	The Goldbergs (CBS)	1,738
10	Stop the Music (Old Gold) (ABC)	1,699

PROGRAM POPULARITY
(Average Audience Basis)

Per Cent of TV Homes Reached in Program Cities

Rank	Program	Homes %
1	Texaco Star Theatre (NBC)	79.8
2	Godfrey's Talent Scouts (CBS)	66.3
3	Godfrey and Friends (CBS)	55.2
4	Toast of the Town (CBS)	55.1
5	Stop the Music (Admiral) (ABC)	51.9
6	Gillette Cavalcade (NBC)	51.1
7	Stop the Music (Old Gold) (ABC)	50.5
8	Lone Ranger (ABC)	49.1
9	The Goldbergs (CBS)	49.0
10	Big Story (NBC)	48.4

Dr. Pepper TV Spots

DR. PEPPER Co., Dallas (soft drink), will use TV spots in selected major markets from June 1 through July 31 as part of its $250,000 campaign introducing the new, simpler bottle cap. Agency: Ruthrauff & Ryan, Chicago.

DuMont Adds Two

WKTV (TV) Utica, N. Y., and WDAF-TV Kansas City, Mo., have signed network affiliation contracts with the DuMont Television Network, bringing the total number of the network's affiliates to 56. Both stations also are affiliates of CBS-TV, ABC-TV and NBC-TV.

ONE MINUTE TV FILM $150.00

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ACTIONS OF THE FCC

MAY 4 to MAY 11

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
STA-special temporary authorization
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

May 4 Applications . . .

ACCEPTED FOR FILING

License Renewal

Request for license renewal of AM station: KMNS San Luis Obispo, Calif.; WWJ Detroit.

License for CP

License to cover CP new FM station: KDNT-FM Denton, Tex.; KALE-FM Richland, Wash.

Modification of CP

WIBG-FM Philadelphia — Mod. CP new FM station for extension of completion date.

WHOP-FM Hopkinsville, Ky.—Mod. license FM station to change power from 22 kw to 8.8 kw.

WFNS-FM Burlington, N. C.—Mod. CP new FM station to change ERP to 2.85 kw and ant. to 191 ft.

Mod. CP new TV station for extension of completion date: KPHO-TV Phoenix, Ariz. to 11-27-50; KTLA Hollywood, Calif. to 9-1-50; WLWD Dayton, Ohio to 12-4-50.

APPLICATIONS RETURNED

Athens, Ohio—Athens Bcstg. Co. DISMISSED application for new AM station 1580 kc, 1 kw D.

May 5 Applications . . .

ACCEPTED FOR FILING

AM—1010 kc

WSID Essex, Md.—CP AM station to change from 1570 kc 1 kw D to 1400 kc 250 w unl. AMENDED to request 1010 kc 1 kw D and omit contingent on denial Belvedere Bcstg. Corp. application.

AM—790 kc

WQXI Buckhead, Ga.—CP AM station to change from 790 kc 5 kw D to 790 kc 5 kw D 500 w-N DA-N.

AM—790 kc

WLBE Eustis, Fla.—Mod. license to change main studio from Eustis, Fla. to Leesburg, Fla.

AM—1390 kc

KULP El Campo, Tex.—CP AM station to change from 1390 kc 500 w D to 1390 kc 500 w-D 100 w-N.

License for CP

KCIJ Shreveport, La.—License for CP new AM station.

Modification of License

WGEZ Beloit, Wis.—Mod. license to increase power from 100 w to 250 w unl.

Modification of CP

Mod. CP new AM station for extension of completion date: WSGW Saginaw, Mich.; KERB Kermit, Tex.

KRGV Weslaco, Tex.—Mod. CP AM station to increase power etc. for extension of completion date.

WIMS Michigan City, Ind.—Mod. CP AM station change power etc. for extension of completion date.

Mod. CP new FM station for extension of completion date: WAVU-FM Albertville, Ala.; WCAR-FM Pontiac, Mich.

WIS-FM Columbia, S. C.—Mod. CP new FM station to change ERP to 1.3 kw.

KVTT Dallas—Mod. CP new noncommercial educational FM station to change ERP to 1.012 kw and change ant. to 135.8 ft.

WNAV-FM Annapolis, Md.—Mod. license to move studio location to Admiral's Drive, Annapolis.

KXYZ-FM Houston, Tex.—Mod. CP new FM station to change ERP to 15 kw, ant. to 437 ft.

License for CP

WWDC-FM Washington—License for CP to change frequency to 101.1 mc.

Modification of CP

WOI-TV Ames, Ia.—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

AM—1240 kc

WCEM Cambridge, Md.—Mod. license to change from 100 w unl. to 100 w-D 250 w-N.

APPLICATIONS RETURNED

KNAL Victoria, Tex.—Victoria Bcstg. Co. RETURNED May 5 application for mod. license to change from daytime to unlimited time.

APPLICATIONS DISMISSED

WWRL New York—DISMISSED May 2 application for CP to replace expired CP to increase power etc.

Laconia, N. H.—Warren H. Brewster DISMISSED May 5 application for new station on 1490 kc 250 w unl.

May 8 Decisions . . .

ACTION ON MOTIONS

By Commissioner Rosel H. Hyde

KAKE Wichita, Kan.—Granted leave to intervene in hearing upon application of Pratt Bcstg. Co., Pratt, Kan.

WOR New York—Granted petition requesting dismissal with prejudice of application for CP.

Illinois Baptist State Ass'n., Murphysboro, Ill.—Granted petition requesting dismissal without prejudice of application for CP.

WKRC Cincinnati, Ohio—Dismissed petition filed Sept. 15, 1949, and supplement thereto filed on Feb. 6, 1950, requestion Commission to set aside final decision in proceeding re application and that of WJIM Lansing, Mich.

WDOV Dover, Del.—Dismissed as moot petition of June 27, 1949, requesting Commission issue order to show cause why operation covered by application of Commonwealth Bcstg. Corp., (WLOW) Norfolk, Va. should not be modified.

By Examiner Fanney N. Litvin

KOJM Havre, Mont.—Granted continuance of hearing from May 8 to May

(Continued on page 78)

SERVICE DIRECTORY

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RADIO CORPORATION of AMERICA
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Programs

SEVENTEEN-station Texas State Network has acquired exclusive radio rights to 1950 Colonial National Invitation Golf Tournament, to be held in Ft. Worth May 25-28. One hour of tournament will be aired daily, with more on Saturday and Sunday. Sportscasters will be Charlie Jordan, vice president of TSN; Fred Kincaid, WRR Dallas, and Bill Michaels, manager of KABC San Antonio.

Hallock Cited

AWARD for conducting area's "most interesting and worthwhile program," *On the Record*, was presented to Ted Hallock, special events director of KPOJ Portland, Ore., by Press Club of Oregon. Show brings to microphone local and national figures of prominence in political, social, business, labor and spiritual fields who are queried by local press and radiomen. Some included Alaska Governor Ernest Gruening, Sen. Wayne Morse (R-Ore.), Mayor Dorothy McCullough Lee, Mrs. Eleanor Roosevelt and Harry Bridges, West Coast union leader.

Mr. Hallock

New 'Television Shopper'

NEW *Your Television Shopper*, merchandising service for homemakers, soon will make its debut on WABD (TV) New York and DuMont network. Daily bargain items, obtainable by writing station, will be featured on show, to be viewed daily, 11 a.m. to 12 noon. Duncan MacDonald, former studio supervisor, now supervisor of women's programs, will head station's shoppers who will comb city's stores and show rooms for "bargains." Sydney Smith is conductor of program.

Airs Dedication

SPECIAL broadcast of the dedication service of Grace Baptist Church in Richmond, Va., when new church building was opened on May 7, was presented over WMBG Richmond. Outlet's remote and special events department carried hour long dedication service as public interest feature. Church had been holding services in local theatre since former building was burned down five years ago. Since fire, regular Sunday morning services of Grace Church had been broadcast over WMBG at least one month each year.

Indianapolis Races

ENTIRE 500-mile race at Indianapolis Motor Speedway will be telecast for second year by WFBM-TV Indianapolis on Memorial Day, May 30, station and speedway officials have announced. Telecast will be sponsored by Perfect Circle Corp. and Lincoln Mercury Div., Ford Motor Co. WFBM-TV will use three cameras covering five-hour period beginning at 10:15 a.m. (CDT). Station is airing qualification trials for first time on three weekends prior to race.

Medal Presentations

BROADCAST of unusual nature, covering presentation of Silver Star of Solidarity Medal from Republic of Italy to five local persons, was presented remote April 30 by WFCB Dunkirk, N. Y. Medal, only one currently being awarded by Italian republic, went to persons for their leading part in Dunkirk to Anzio Day in 1947. One of recipients was second woman in country to receive award. Ceremonies were translated into 22 foreign languages for broadcast over Voice of America.

Florida Elections

FULL coverage of Florida primary from 7 p.m. May 2, to 10:05 a.m. May 3, interrupting regularly scheduled NBC and local programs to air returns in English and Spanish, was carried by WIOD Miami. Full 15-minute election summary was heard at 11 p.m. and coverage was continued from 11:30 p.m. to 1 a.m. WIOD General Manager James M. Legate coordinated work of staff in tabulating local and state returns. News staff supplemented state returns with phoned in reports of Smathers-Pepper race from WFLA Tampa, WJAX Jacksonville and WIOD.

'Capital Cooking'

KITCHENS of embassies and famous personalities in and around Washington are scene for new TV series, *Capital Cooking*, currently being produced by Bernard G. Wilens & Assoc., TV package producer. Series shows chefs preparing dishes for which respective countries are noted. M.c. is Anne Denton Blair, who has her own show on WQQW Washington. Miss Blair will discuss general background of countries, explain steps in preparation of dish and suggest substitutes for various ingredients not easily available in this country. Embassies of Norway, India, Denmark, Finland and Costa Rica are included. Joseph I. Sonnenreich, New York, is exclusive selling agent for show.

FIRST in series of public interest broadcasts over KOA Denver is attended by Gov. Walter Johnson (seated), as KOA General Manager Lloyd E. Yoder stands by. Gov. Johnson now airs weekly 15-minute fireside chat called *The Governor's Report*, using KOA facilities.

Repairs Aired

PROBLEM of rapid repair and maintenance of B-36 bombers at Air Force fields covered recently by KGO San Francisco for *Special Event*, ABC Pacific network program. Listeners heard actual repair work being done, orders transmitted by two-way radio to waiting teams of specialists, trouble shooters, repair crews, inspectors and test hop teams from time plane rolled up to flight line until test hop was completed, matter of only a few minutes.

Citation Presented

AT BROADCAST of McCurdy Little Symphony on WHAM Rochester, N. Y., station presented special citation to Dr. Howard Hanson for his silver anniversary as radio performer and director of Eastman School of Music. Dr. Hanson also was presented bound portfolio containing special messages from Brig. Gen. David Sarnoff, Niles Trammell, Frank M. Folsom, Joseph H. McConnell, Frank Black, Charles R. Denny and other NBC top personnel.

Cancer Show

ILLINOIS Div. of American Cancer Society will benefit from donations made by Chicago-area televiewers May 19 during two-hour variety show via WENR-TV (ABC). Jim Moran, sponsor of *The Courtesy Hour* (10 to 11 p.m., CST, Friday), is contributing show and supplanting commercials for his Hudson cars with cancer promotion. ABC, in addition to giving extra hour of time 11 until midnight, will donate services of crews, technicians, equipment and directors on air and in rehearsal. Sandra Television Productions is lining up talent, and both American Federation of Musicians and American Guild of Variety Artists have agreed to cooperate. Agency is Malcolm-Howard, Chicago. Greg Garrison will direct.

Centennial Preview

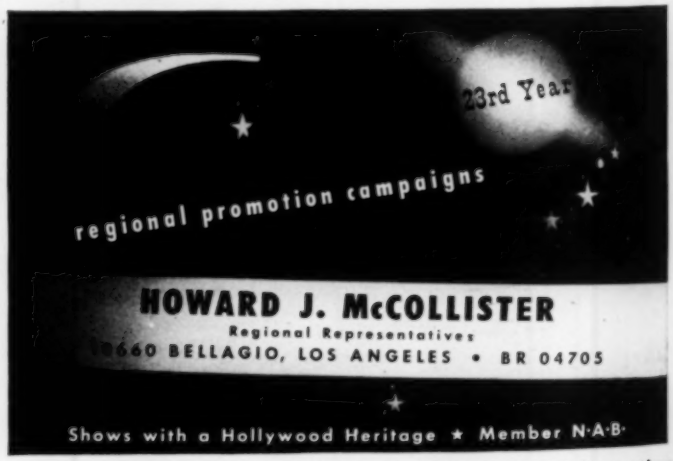
AS preview of Olympia, Wash., Centennial Week, May 1-7, KOMO Seattle originated its *Scott and Freddy* breakfast show in the Evergreen State's capital. Show was one of five KOMO broadcasts to be aired from Olympia. State officials appearing on program included Gov. Arthur B. Langlie, Secretary of State Earl Coe, Treasurer Tom Martin and Attorney General Smith Troy. Several West Coast NBC shows joined KOMO in salute.

Holy Year Hour

HOUR-LONG documentary entitled *The Holy Year in Europe*, presented on WOR New York May 14 from 9:30-10:30 p.m., and re-broadcast on MBS from 10-11 p.m. the same night. Francis Cardinal Spellman, Archbishop of New York, opened religious program, with Pope Pius XII saying Lord's Prayer at its close. Documentary, put together by WOR's John Wingate, brought listeners spectacle of Papal procession in Rome, and description of Vatican interior and catacombs.

Fashion Telecast

ETHEL THORSON, fashion designer and commentator, last week (May 9) started new 15-minute show on WTTG (TV) Washington under sponsorship of Woodward & Lothrop, local department store. Guests on first show were Hy Gardner, humor columnist and radio personality; Bert Bachrach, magazine fashion editor, and Danton Walker, Broadway columnist. Details for new presentation were handled through Lindstrom, Leach & Co. Inc., New York.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D. C. NETWORK

Marjack Is First Sponsor

FIRST sponsor for Metropolitan Network, formed earlier this month by five Washington, D. C., area daytime stations, was announced last Wednesday. The group offers programs for joint sale [BROADCASTING, May 8].

Marjack Co. Inc., Washington, nationwide confectionary firm, will sponsor a quarter-hour segment of the one-hour daily program, *Metropolitan Melody Time*, for Chief Treat Popcorn on a 13-week basis beginning this week.

The first program, originating at WARL Arlington, Va., and picked up from WARL-FM and rebroadcast by other network members, was aired simultaneously at 7-8 p.m. Other participants, all independents, are WPIK Alexandria, Va.; WFAX Falls Church, Va.; WGAY Silver Spring, Md., and WBCC Bethesda - Chevy Chase, Md. Marjack account was placed through the firm's agency, William Stark & Hinkle, Washington.

According to Howard B. Hayes, WPIK, Marjack's signing and subsequent "blanket coverage" for the firm, "heralds a swingover" to this type of network offering. "It's an indication for other advertisers, who have shown interest, to come along on Metropolitan Network," he added.

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BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

Nat'l. Press Bldg., Washington 4, D.C.

Production

ROSS MERRITT, former salesman for Radiotime, joins ABC's Central Division as AM producer.

HONORE NICHOLS appointed producer for WLWT (TV) Cincinnati. She joined station in 1948, shortly after it began commercial operation, handling make-up and script coordination. In 1949 she was appointed assistant editor of *Now, for the Modern Woman* show, and is currently producing *Cowley's Alley*, afternoon disc program.

Miss Nichols

RICHARD ARLEN, stage and screen star, named m.c. of KTLA (TV) Hollywood half-hour weekly *Hollywood Opportunity* program.

MARC OLDS of WKDN Camden, N. J., morning recorded show, and instructor at Columbia Institute's Radio Broadcasting School, Philadelphia, joins staff of WCAU Philadelphia.

FELIX GRANT, m.c. of *Yawn Patrol* on WWDC Washington, selected by CBS to appear as guest star on new network program, *ABC's of Music*.

BOB ROTH, formerly announcer for CBC, joins WIP Philadelphia as relief announcer.

NICK NICKSON, disc jockey for WARC Rochester, appointed to handle new summertime show, *Everything for Everybody*, weekdays, 1-5 p.m. on WARC.

JOE ROCKHOLD, formerly "Uncle Orrie" on National Barn Dance, moves to WRFD Worthington, Ohio, to direct artists bureau for talent now on station. He was previously station manager of WHOK Lancaster, Ohio, and has been with WLW Cincinnati, WLS WGN WMAQ Chicago, WXYZ Detroit and WSPD Toledo.

ALWYN BACH, formerly KYW Philadelphia night supervisor and newscaster, joins KNBC San Francisco as vacation relief announcer.

MRS. LILLIAN J. NEBEL joins WOAI-TV San Antonio as film librarian and assistant to **Hull Youngblood**, film manager. She previously worked for Philco Corp., Ruthrauff & Ryan, McCann-Edickson and Wilding Picture Productions.

TOM MARSHALL, continuity writer at WNJR Newark, N. J., resigns to open his own book and record rental business on Cape Cod.

CARL NELSON joins WBBM Chicago as conductor of nightly record show, *Matinee at Midnight*, after working as disc m.c. at WTMJ Milwaukee, starring on *Masters of Rhythm* show.

GORDON L. HINKLEY, announcer, transfers to WTMJ-AM-TV Milwaukee from WSAU Wausau, Wis. *Milwaukee Journal* owns both outlets.

VICTOR YOUNG, composer-conductor, named musical director of CBS *Contented Hour*. He replaces **TED DALE**, who resigned to join Martha Graham dance troupe.

JOHN BRADFORD, staff announcer of WINS New York, named program director of station. He succeeds **JOHN NEAL**, resigned. **ED BENDER**, producer and night supervisor of WINS New York, appointed assistant program director for station. **FRANK TOMASELLI**, program builder in station's music department, named production manager.

LEE MORRIS, formerly music librarian for WSB Atlanta, Ga., appointed to fulltime announcing staff. **BLAIR TREWHITT** replaces him as librarian.

STEVE HUNTER, formerly with KRIB Mason City, Iowa, joins staff of KJAY Topeka, Kan., as disc jockey on *Destination One A.M.* show.

JOHN CLAAR named to direct new Freddy Martin *Band of Tomorrow* television show to start next month on KTTV (TV) Hollywood.

BOB DICKSON, formerly with WXGI Richmond, Va., as promotion and production manager, appointed program director of WSVS-AM-FM Crewe, Va. **JIM SIMMONS**, formerly spot announcer at WHLF South Boston, Va., appointed continuity chief and production manager for station.

HOOSIER HOTSHOTS, musical comedy group, being featured in new half-hour program, *Symphony in Corn*, on KHJ Los Angeles. Also featured is **ANITA GORDON**, vocalist. **FORT PEARSON** is m.c. of show which is produced by **JIMMIE DOOLITTLE**.

FRANK KOERNER, ABC-TV Chicago technical director, and **MARGEE BISHOP**, freelance TV packager, were married May 9.

LARRY BLENHEIM, WMGM New York staff announcer, is the father of a girl, born May 3.

RUTH CRANE, director of women's activities for WMAL Washington, honored by Advertising Club of Washington for her nomination as Advertising Woman of the Year Award.

REYNALD TEASDALE, chief script writer of CJEM Edmundston, N. B., and Aline Martin have announced their marriage.

ED SULLIVAN, m.c. of *Toast to the Town* show on CBS-TV, awarded engraved silver water pitcher and Sylvania TV set by Maryland Television Dealers Assn., who voted show best on TV.

EDWARD THOMAS SULLIVAN Jr., continuity director of WCOP Boston, is the father of a girl, Mary Ellen.

SDX AWARDS

Cites Davis, Pietzsch, WTTS

ABC COMMENTATOR Elmer Davis, News Editor Sid Pietzsch of WFAA Dallas and WTTS Bloomington, Ind., were included in annual awards for distinguished service in American journalism announced last week by Sigma Delta Chi, professional journalism fraternity.

Mr. Davis won fraternity's radio news writing award for "his consistently brilliant writing, reporting and analysis."

Cited for radio reporting, Mr. Pietzsch was acclaimed for having done "a complete and effective job of radio reporting when he broadcast the news of an airplane crash. His skilled coverage of a dramatic story also demonstrated initiative and preparedness for meeting and covering such spot news events."

The public service in radio journalism award went to WTTS for broadcasting the *School of the Sky*, a public service educational series prepared by Indiana U.'s department of journalism. Slanted to students of the grammar school level, the programs were singled out for their "public service, originality, and the value to an estimated listening audience of over 200,000 persons."

Storecast Additions

STORECAST CORP. of America has announced that during the months of March and April it signed 19 new advertisers. Storecast coverage area includes 500 super markets and FM listeners in Southern New England, Pittsburgh, Philadelphia and Chicago. The sponsor lists now include more than 150 products.

PROTECT YOURSELF, your STAFF, your CLIENTS

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Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

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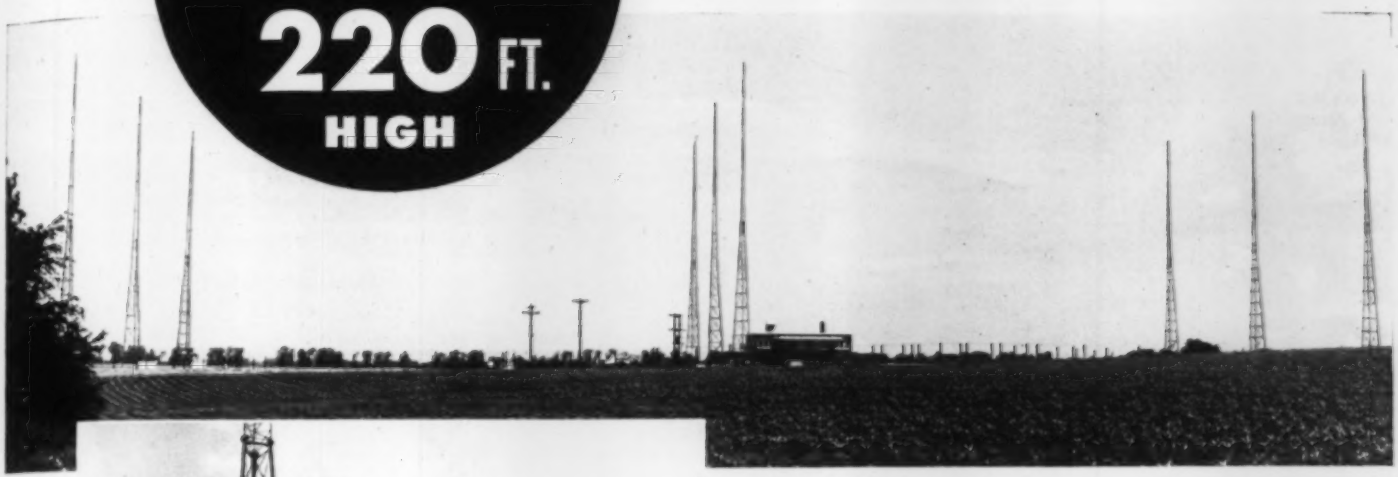

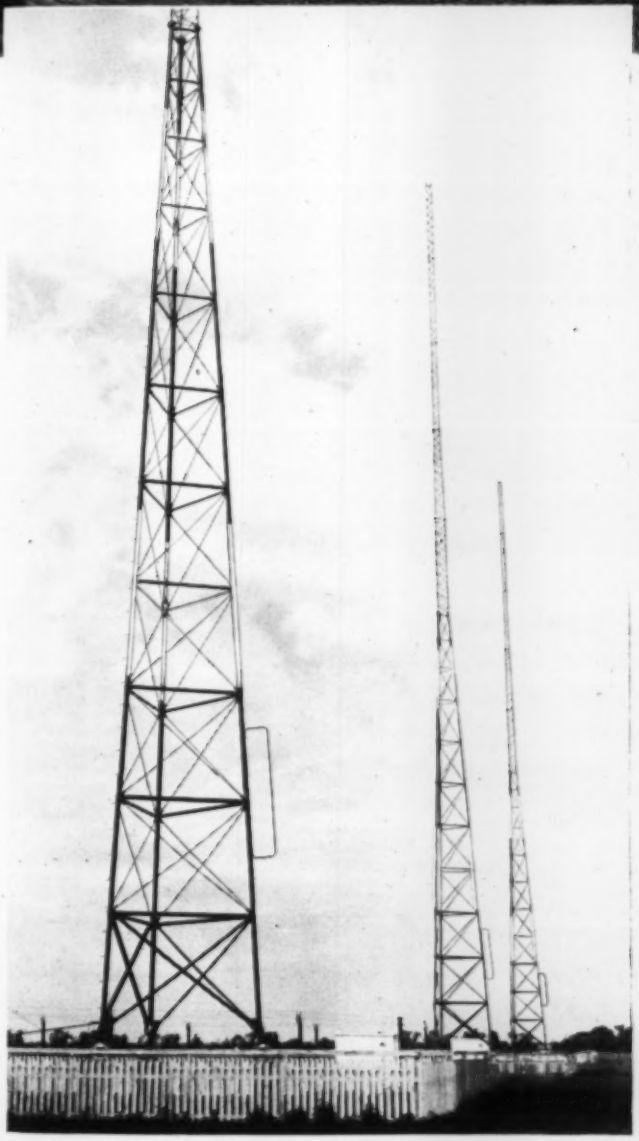

WDGY, Minneapolis, Minnesota now represents a powerful new selling force in the great northwest. It has 50,000 watts power on 1130 kilocycles, reaching 55% of Minnesota radio homes within its daytime 0.5 Mv/m. contour. It carries an effective power signal into 96 counties in three states, representing nearly a million radio homes.

The nine WDGY self-supporting Truscon Radio Towers typify Truscon's world-wide experience in designing towers to fit individual needs. Whether your own plans call for new or enlarged AM, FM, or TV transmission, Truscon will assume all responsibility for tower design and erection . . . tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section. Your phone call or letter to our home office in Youngstown, Ohio—or to any convenient Truscon District Service Office—will rate immediate, interested attention . . . and action. There is no obligation on your part, of course.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON
SELF-SUPPORTING
AND UNIFORM
CROSS SECTION GUYED
TOWERS
TRUSCON COPPER MESH GROUND SCREEN

Dependable PERFORMANCE at LOWER COST

H&P TOWER LIGHTING EQUIPMENT

H & P lighting equipment, consistently specified by outstanding radio engineers, is furnished as standard equipment by most leading tower manufacturers.

SINGLE AND DOUBLE OBSTRUCTION LIGHTS

Bases ruggedly constructed of heavy aluminum alloy castings. Precision machining insures proper light center when used with specified lamp. Prismatic globes meet CAA light specifications. Relamping accomplished without removing prismatic globes. Mounting base designed for standard A-21 traffic signal lamps.

OTHER H & P PRODUCTS:
300 MM Code Beacons • Mercury Flashers
Photo-Electric Controls • Complete Light Kits for A-2, A-3, A-4 and A-5 Towers

PROMPT SERVICE and DELIVERY
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Los Angeles 48, Calif.
60 E. 42nd St. New York 17, N. Y.

Allied Arts

SAMUEL O. CARTER, formerly on sales staffs of WLIP Kenosha, Wis., and WCAV Norfolk, Va., named sales representative of World Broadcasting System Inc., New York.

JOSEPH M. BARNETT, formerly with National Concert & Artists Corp., and also independent program package producer, appointed New York sales manager of Jerry Fairbanks Inc., New York film producer.

JOE BIGELOW, producer, will direct MGM Radio Attractions' *The Hardy Family* program, replacing **TOM McAVITY,** who has joined CBS Hollywood as radio production supervisor.

JAMES T. MAHONEY, former program director for WLAW Lawrence, Mass., before that with WHDH Boston in same capacity, and at one time production director of NBC, opens program consultant offices in New York at 251 West 57th St.

WILLIAM SLOAN named musical director of John Norman Productions, Houston, Tex.

MARJORIE HYER, former secretary for press and radio of Church World Service, joins staff of Protestant Radio Commission, where she will be in charge of development of radio expediter's program and promotion of the commission-produced transcription series, *All Aboard for Adventure.*

RAY STREETER, former WGN Chicago announcer, named production head of E.C.L. Corp., Madison, Wis., TV specialties firm.

MGM RADIO ATTRACTIONS, New York, announces addition of following stations to its list of subscribers: WTHI Terre Haute, KTTS Springfield, Mo., WSAZ Huntington, W. Va., WJR Detroit and WBNS Columbus, Ohio.

DAHLMAN & DAHLMAN, New York television production service supplying costumes, props, sets, lighting equipment as well as consultation on make-up, hair-styling and scripts, formed. Company has offices at 130 West 42d St., New York; telephone, Wisconsin 7-2466. Its costume department is situated at 3 West 61st St.

KASPER-GORDON Inc., Boston, releases new juvenile transcribed program series titled *The Adventures of Sunny Bear.* Initial unit of 78 quarter-hour episodes is ready, with series expected to continue to 260 or more programs. Audition samples are available on memo for 30 days.

Equipment

PAUL V. GALVIN re-elected president of Motorola Inc., Chicago. Other officers re-elected: **ROBERT W. GALVIN, ELMER H. WAVERING, WALTER H. STELLNER, FRANK J. O'BRIEN, DANIEL E. NOBLE** and **GEORGE R. MacDONALD,** vice presidents, and **CHARLES E. GREEN,** secretary.

ALFRED C. LINDQUIST, formerly manager of RCA TV Antenaplex Systems, becomes manager of sound products and associated electronic activities in RCA Engineering Products Dept. He has been with RCA since 1928.

G. A. BRADFORD, formerly account supervisor for apparatus department of General Electric Co., appointed advertising manager for tube divisions of General Electric.

L. M. CLEMENT, formerly director of engineering for Crosley Div., Avco Mfg. Corp., appointed technical adviser to vice president and general manager, **John W. Craig. D. B. NASON** advanced to manager of electronic engineering in charge of research, development and engineering on TV and radio receivers.

JOHN KANE appointed Bendix Radio & Television district merchandiser for Northern California and Western Nevada.

A. EARLE FISHER appointed merchandise manager of Westinghouse Home Radio Div.

FIVE new types of miniature tubes, designed especially for long life and service under conditions encountered in mobile and aircraft service, added to **General Electric's** product lines. Tubes are designated as 5749, 5750, 5725, 5726 and 5686.

JOHN H. GANZENHUBER, formerly manager of broadcast sales for Western Electric Co., appointed vice president in charge of broadcast sales and product development of Standard Electronics Corp., subsidiary of Claude Neon Inc.

ROBERT F. HERPICH joins engineering staff of Telrex Inc., Asbury Park, N. J., as industrial engineer.

RESEARCH DATA

Nielsen Cites Acceptance

IF THE USER of a research organization believes the findings of a survey when they agree with his opinion, he should believe the findings when they are in disagreement with him, Arthur C. Nielsen believes.

In an address May 5 on the "Executive Program" of the U. of Chicago, the president of Nielsen Radio Index observed that "the truth of research findings is dependent solely upon the skill with which the survey was planned and executed—and not at all on whether the findings happen to agree with the subscriber's own opinion."

Mr. Nielsen suggested that before reading the findings, the subscriber should file a written record of his own opinions—then compare them with the findings.

AP-RADIO UNIT

North Dakota Group Forms

NORTH DAKOTA radio members of the Associated Press have organized the North Dakota AP Broadcasters Assn.

Chairman elected was Jack Dunn, WDAY Fargo. George Brooks, KDIX Dickinson, was named vice-chairman, and AP Correspondent Fred Moen was elected secretary.

KICM Becomes KRIB

CALL letters of KICM Mason City, Iowa, have been changed to KRIB "Crib of the Corn Belt." The 250 w station operating on 1490 kc and affiliated with MBS and the Iowa Tall Corn network, is licensed to Mason City Broadcasting Co. Allan Curnutt is general manager. At a ceremony April 25, congratulations were accorded by the mayor and Iowa's governor, William S. Beardsley.

The Answer to a Disc Jockey's Prayer
• • • •
by
DAVEN

It is now possible to minimize the chance for human error in program control work. The Daven Company has once again pioneered in the field of audio communications controls, and developed a foolproof Miniature Switch. This type*, SW-1000, is a notably compact, low voltage, low current control. It is a cam operated single pole double throw switch, with an OFF position in the center. An outstanding feature of the SW-1000 is that it may be obtained on standard Daven attenuators without increasing the overall dimensions.

This switch may be used to:

- Operate a relay which can start a turntable motor.
- Function as a cueing control.
- Control indicator lamps.

This switch is rated at 1 Amp.—48 Volts.
Available on Daven LA-350 Series of 20 Step Ladder Attenuators

*PAT. PEND.

For further information write to Dept. BD-3

SOUTH CAROLINA'S SUPERMARKET
HAS 37% OF SOUTH CAROLINA'S FOOD SALES
MAKE IT YOURS WITH WFBC
GREENVILLE, S.C.-5000 WATTS
The News-Piedmont Station
NBC For Greenville-Anderson-Spartanburg Markets
Represented by Avery-Knodel

FM STATION OPERATORS!

Here's what one FM broadcaster says about Zenith, it's distributors and it's dealers...

PHONE 1885

Radio WFMW Station

"The Radio Voice of The Messenger"

OWNED AND OPERATED BY
MESSENGER BROADCASTING COMPANY
INCORPORATED
Madisonville, Ky.
16 Mar. 50

Zenith Radio Corporation
Attention: Mr. Ted Leitzell
Chicago, Illinois

Dear Sir,

This station will broadcast all of the baseball games of the "Madisonville Miners"...a member of the Kitty League...on all of the road games. The baseball corporation will not allow us to broadcast the home games.

The Madisonville Miners is a farm club of the Chicago White Sox.

We had also planned to carry the St. Louis Cardinal games, however due to the fact that we are in a "Dry" territory and the sponsor is a beer company, we have had to drop these.

The games we carry will be sponsored by a local coal mining company, and we as well as the sponsor will welcome [illegible] to

We also wish to take this opportunity to thank the Zenith Corporation for their untiring efforts in the promotion of FM broadcasts. YOUR PROMOTION HAS HELPED US PUT THIS STATION ON A PAYING BASIS IN LESS THAN ONE YEAR OPERATION.

Yours very truly,
Radio Station WFMW
H. W. Wells
H. W. Wells, Station Mgr.

The Zenith Distributor in your territory is anxious to work with you to get more good FM sets throughout your listening area . . . to build bigger, better audience for you. Get in touch with him now . . . or write direct to Advertising Manager

ZENITH RADIO CORPORATION • 6001 Dickens • Chicago, Illinois

Promotion

'SELL Radio" campaign is underway in Tucson where four network stations, KVOA KCNA KTUC KOPO, have banded together in direct mail campaign for months of May, June and July, to "sell" all local advertisers. In addition to promotion cards, which point up radio as best buy, advertisers also are sent mailing pieces prepared by BAB. Stations also plan weekly radio show, broadcast by four outlets at same time, which will sell radio as best advertising medium.

WTOP Audience Claims

THREE-DAY series of station breaks, May 7-9, on WTOP-CBS, 50 kw Washington outlet, contained announcements to effect that station has more people listening to it "than to any other radio or TV station in Washington" and that more people are listening to station "this year than ever before in history." Statements were based on latest Pulse reports for the Washington area and figures from BMB report.

Beanie Boom

OFFER of beanie hats by Royal Crown Bottling Co. on WHAS-TV Louisville, resulted in sell out of 3,000 in one day at TV cost of 1½¢ per sale, Edward Petry & Co. Inc., station representative, reports. Citing promotion as "Proof Through Sales on WHAS-TV," sponsor says response forced them to Air Express to replenish stock.

Adds 'R' for Radio

CHEHALIS (Wash.) High School received added "R" to readin', 'ritin' and 'rithmetic when Hoe Chytil, manager of KELA Centralia - Chehalis, promoted Chehalis High Day on KELA last month. From signon to signoff, programs prepared by students, all commercial announcements and station breaks were presented by seniors. Mr. Chytil said school broadcast proved success both from KELA sponsors' standpoint and audience's. School program day would be planned as annual event, according to Roscoe Mitten, Chehalis High principal.

Sales Stimulants

ACCENT on entertainment in television underscores promotional drive by Florida Power & Light Co. which hopes to stimulate sales of some $800,000 worth of TV receivers during May and June. Both firm and WTVJ (TV) Miami sponsored meetings attended by Greater Miami TV retailers and distributors. Kits were distributed containing TV program schedule, booklets on viewing, window and counter display cards. Electric company backed up dealer displays with full-scale advertising campaign via radio, newspaper, bus card, mailings and special displays. Many retailers changed advertising to stress entertainment rather than tube size or make.

Baton Rouge Radio

DOWNTOWN Baton Rouge, La., window display promoted radio industry as part of city's life recently. Stations cooperating were WIBR WJBO WLCS and WAFB all Baton Rouge. Using theme of radio news, display showed how stations keep listeners abreast of news of the world. Simulated broadcasts were made from window four times daily, with PA system carrying voices to street. World map with ribbons from capital cities coming to Baton Rouge with stations' call letters placed around meeting point was background of window. Teletype machines were placed so that observers could read news as it came into "studio." Stunt was part of Rosenfields department store's 98th anniversary.

TV Center Tours

GUIDED tours of ABC's 23-acre Television Center in Hollywood are being conducted weekly Wednesday through Sunday four times a day to show public what is believed to be world's largest television production facility. Area is famous as site where first talking picture was made by old Vitagraph Studios. Price of complete tour is 60¢ with special student rate for groups of 10 or more at 25¢.

Letter Promotes Radio

LETTER sent to merchants and manufacturers in Tulsa area by Dick Campbell, general manager of KOME Tulsa, promotes radio as primary advertising medium. Letter states: "Although you are not currently a user of radio station KOME, I would like to take this opportunity to commend you for your business acumen in selecting radio as an advertising medium. I feel it produces more sales per dollar spent than any other medium. I sincerely hope you will continue to use radio, which gives free to the poorest man . . . that which the richest man cannot buy."

That's the Ticket

LONG yellow ticket, with perforated stubs attached bearing titles such as "Backyard Specials," "Shore Spots," "Mountain Meccas," and "Historic Shrines," sent to trade by KYW Philadelphia. Main part of ticket reads, "Here's your ticket for a happy summer selling in the KYW vacationland . . . where backyard vacationers alone spend more than $5 billion each year!" Tickets list highlights of vacation spots in Philadelphia area. Attached sheet features drawings of people enjoying themselves within sight of KYW transmitter and short poem urges sponsors to use KYW "where there's no summer hiatus in buying!"

'Cleveland Against World'

WTAM Cleveland (May 8) started contest, in cooperation with Campbell Soup, sponsor of Walter O'Keefe's *Double Or Nothing* program, in which winners will receive week-end trip to Hollywood. In addition to expense-paid trip, winners will appear on Walter O'Keefe show in "Cleveland Against the World" contest. To enter contest, listeners must complete (in 25 words or less) sentence: "I'd like to appear on *Double or Nothing* in Hollywood with (name of artist) because:" WTAM's local programs which will participate in contest are: Jim Chapman's *Musical Farmer*, Jay Miltner's *Musical Clock*, *Bob Reed and His Talking Piano*, Tom Haley's *Off the Record*, and Mildred and Gloria's *Woman's Club of the Air*.

'Novel Stunt'

IN NOVEL stunt to promote sponsor interest in NBC-built radio programs, network distributed RCA record players to nearly 100 agency officials in New York. With record players went audition record of three shows—Mindy Carson, *The Truitts* and *Night Beat*. Auditions of other shows will be sent out in future. Record players and records were delivered by NBC pages. Idea was conceived by Charles Hammond, vice president in charge of advertising and promotion for NBC.

Promotes 'Maid of Cotton'

ALL-OUT effort of Spartanburg, S. C. to promote home-coming of Maid of Cotton, Elizabeth McGee, was highlighted with promotion by WSPA and WORD Spartanburg. WSPA staged doll dress-making contest and WORD put on "Made of Cotton" contest, giving to person listing greatest number of articles made from cotton processed from sale of bale of cotton auctioned off in front of WORD studios. Bale brought $127.55, and this was given to winner who submitted list totaling more than 1,600 articles.

Personnel

ALAN (Bud) BRANDT, former director of publicity and promotion for Martin Stone Assoc., effective May 22 will join WNEW New York as director of publicity [CLOSED CIRCUIT May 8]. He has been in charge of promotion and publicity for such Stone productions as *Howdy Doody* and *Author Meets the Critics*. Before joining production firm, Mr. Brandt was assistant to president of International Artists Corp., and prior to that was with Paris publicity office of Columbia Pictures Corp.

MARY JANE LANG, new to radio, joins promotion staff of Don Lee Broadcasting System, Hollywood.

ADOLPH L. SETON, former reporter for *Providence* (R. I.) *Journal-Evening Bulletin*, joins publicity staff of WOR New York as writer. **BARBARA FROST**, with WOR publicity department since last April, named publicity writer for WOR-TV.

ROBERT S. KELLER Inc., New York, appointed sales promotion representative for WIRK West Palm Beach, Fla.

FRED BRICKENDEN appointed press and information officer for CBC International Service at Montreal. He previously was International Service representative at Halifax, and prior to that was on CBC news staff.

CODY PFANSTIEHL, director of promotion for WTOP Washington, appointed to publicity committee of Washington Advertising Club's 1950 Jamboree.

SIG MICKELSON, CBS director of public affairs, is the father of a boy born on May 2.

The stars of today and tomorrow are

Yours for more Sales

... with the *new era* in

Thesaurus

ARTHUR FIEDLER CONDUCTS

the "Concert Hall of the Air"

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal... top name artists! You get *comprehensive* programming, promotion, publicity, tie-ins, cross-plugs, sound effects . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

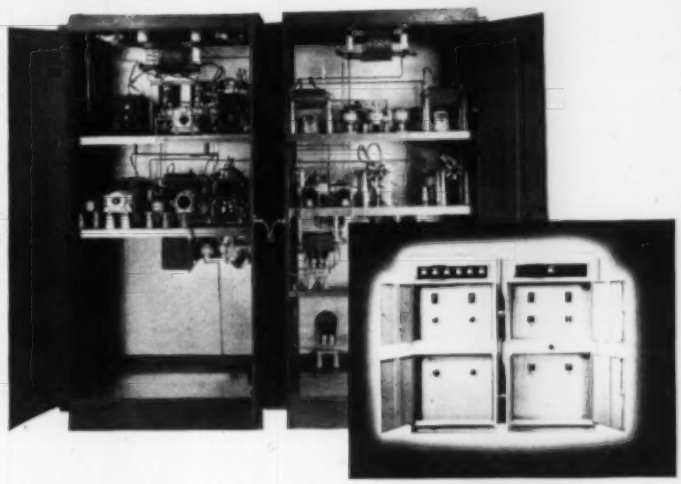
RCA recorded program services

Radio Corporation of America
RCA Victor Division

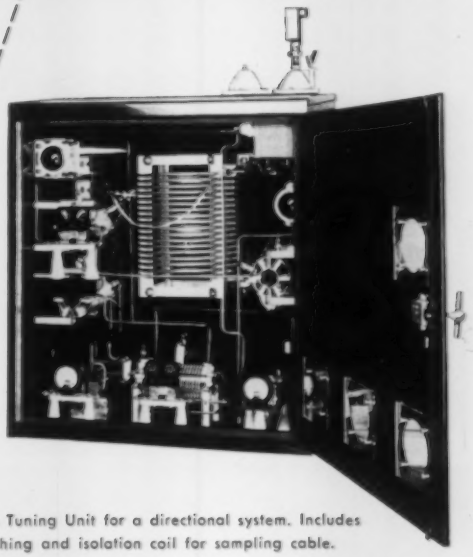
120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

WREN
ABC
is the PEAK in TOPEKA
REPRESENTED BY
WEED & COMPANY

USED BY EFFICIENCY-CONSCIOUS BROADCASTERS
...THROUGHOUT THE WORLD!



Phasing Unit for 6 tower directional antenna system.



Special Antenna Tuning Unit for a directional system. Includes pattern switching and isolation coil for sampling cable.

Special 50KW Antenna Tuning Unit built for a South American station.

ANDREW phasing and tuning equipment has a long record of complete dependability and economy!

Whether your installation requires a single tower or a nine-tower directional array it will pay you, too, to specify ANDREW Equipment.

ANDREW

Andrew CORPORATION
363 EAST 75th STREET · CHICAGO 19
World's Largest Antenna Equipment Specialists

TRANSMISSION LINES FOR AM-FM-TV • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT
ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT • CONSULTING ENGINEERING SERVICES

News

JACK SWENSON appointed news editor of KFYR Bismarck, N. D. He was formerly in similar position at WDAY Fargo, N. D., and before that was news and special events director at KVNJ-AM-FM Fargo.

PAUL SHINKMAN, Washington correspondent for Central Press Assn. and director of news for WBCC Bethesda, Md., since that station went on the air in 1947, granted leave of absence to accept temporary appointment as consultant in German affairs for Dept. of State.

ALFRED (Tubby) WALTHALL appointed sports director of WSVS-AM-FM Crewe, Va. He has been with station since its inception, as play-by-play man and sportscaster.

JIMMY POWERS, sportscaster, signs long-term contract with WNEW New York. He is heard on *Powerhouse of the Air*, every night, 7:45-8 p.m., and also is sports editor of *New York Daily News*.

LESTER SMITH, sportscaster and newscaster for Yankee Network, is the father of a boy, Mark Allen.

THOMAS J. PAGE, WNBC New York agriculture director, named permanent chairman of National Advisory Committee on Forest Insects and Diseases, of American Forestry Assn.

CHESAPEAKE MEET
AP Group Has Spring Session

SPRING meeting of the Chesapeake Associated Press Radio Assn. was held in Washington May 5 with broadcasters from 20 stations in the Chesapeake Bay area attending the day-long session. Principal luncheon speaker was Sen. Millard Tydings (D-Md). He and Maryland Congressmen were guests of the association.

Speakers also included Oliver S. Gramling, AP assistant general manager for radio; W. L. Beale Jr., Washington AP Bureau chief; Max Fullerton, chief of the AP Baltimore bureau; Howard L. Kany, AP Washington radio representative, and Denis Sartain, WWDC Washington news editor, association president. Mr. Sartain appointed a committee to explore the advisability of establishing annual awards for best station cooperation with AP and for the most commendable local coverage by station reporters or newscasters.

Named on the committee were: Ernie Tannen, WGAY Silver Spring, Md.; Stewart Phillips, WARK Hagerstown, Md.; Ed W. Dockeney, WEPM Martinsburg, W. Va.; John Alderson, WFBR Baltimore, and Mr. Fullerton.

Mr. Phillips was elected second vice president of the group, replacing Edwin Hinkle, formerly of WTBO Cumberland, Md., resigned.

Head table group at Chesapeake AP group's luncheon included (l to r) Mr. Kany, Mr. Fullerton, Sen. Tydings, Mr. Sartain, Rep. George Fallon (D-Md.) and Rep. Edward T. Miller (R-Md.).

It was voted to hold an outing in September at the transmitter site of WJEJ Hagerstown, Md.

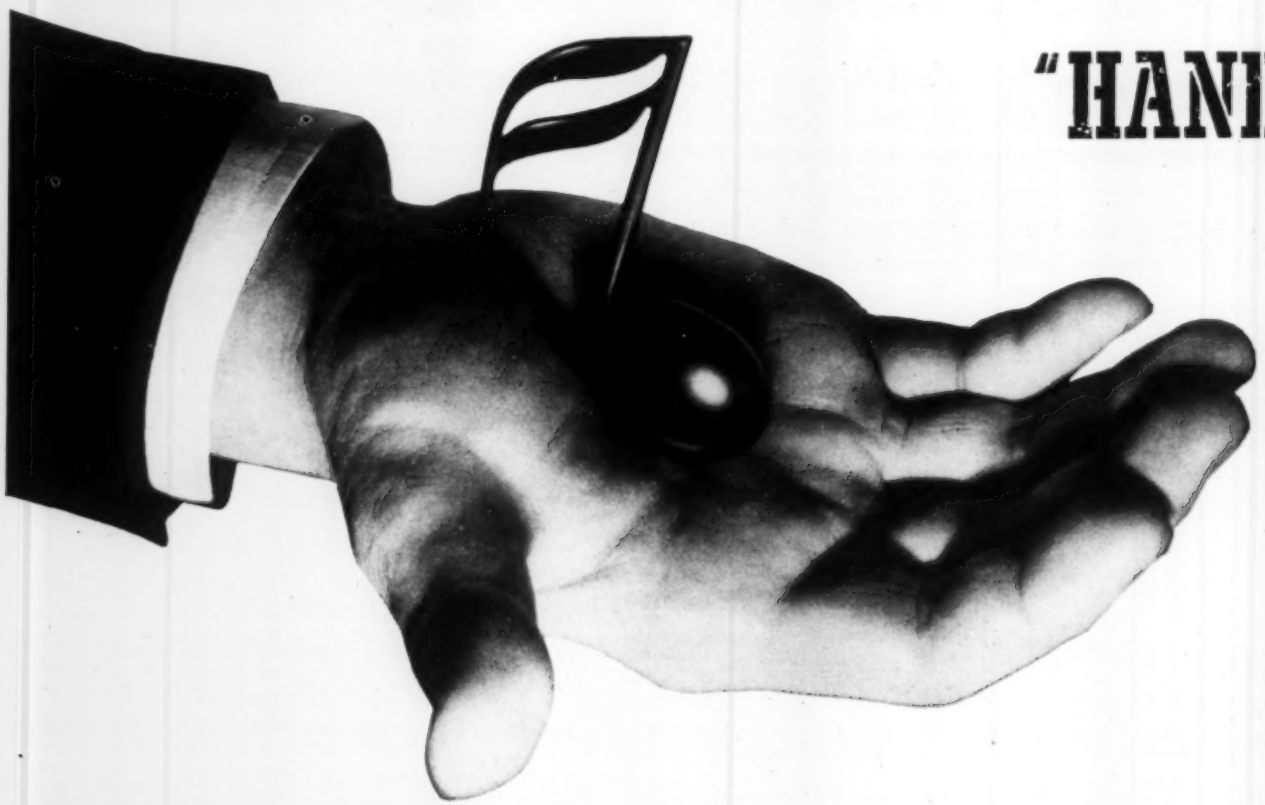
Statistics Ready

FCC book, *Statistics of the Communications Industry*, for the calendar year of 1948 and based on annual reports field with the Commission, is now available from the Superintendent of Documents, Government Printing Office, Washington 25, D. C. Price for the 292-page volume is $1. Section A deals with common carrier services. Section B, available separately at 35¢, deals with broadcast networks and stations. Financial data for FM and TV are included for the first time, FCC said.

'VOICE' RECORDINGS
Bill Would Exempt From Duty

SOUND recordings imported by State Dept. for use in its Voice of America programs would be exempt from duty, provided in the 1930 Tariff Act, under a bill introduced in the Senate May 5 and another being drafted on the House side.

The legislation—a bill (S 3545) sponsored by Sen. Walter F. George (D-Ga.) and a companion measure slated to be thrown in the hopper by Rep. Robert L. Doughton (D-N. C.)—was urged by State Dept. as a means of "speeding up" current import procedure involving foreign countries. Recordings sometimes are delayed in mail through customs red tape, it was explained.



"HANDLE

WINS INJUNCTION

Court Stops Union Pickets

WINS New York last week was granted an injunction by the New York State Supreme Court against Local 802 AFM, restraining the union from picketing or boycotting the station or any point where a WINS broadcast originates.

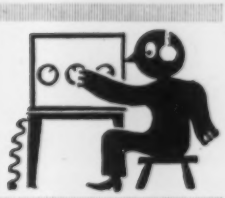
Ludwig Teller, attorney for the station, stated that "the injunction prohibits any and all activities carried on by Local 802 pursuant to its unlawful conspiracy against WINS." The union is boycotting the station due to the fact that it no longer had need for live music and the station feels "that its broadcasting activities could be properly performed by means of recorded music." The union demanded, however, that the station employ 10 musicians.

New Beginner's Guide

HOW TO BECOME A RADIO AMATEUR. Published by The American Radio Relay League, W. Hartford, Conn. 78 pp. $.50.

THIS new, expanded edition of *How to Become a Radio Amateur* is a complete beginner's guide to the hobby of amateur radio. It explains in concise and understandable language what amateur radio offers, from communicating with distant countries to emergency communications work, from learning the code and theory to building a station.

Technical



NORMAN D. (Hap) WEBSTER, technical director of McClatchy Broadcasting Co., Sacramento, Calif., is first man in field of radio to become affiliated with 25 Year Club of McClatchy Newspapers. He recently observed his 25th year with organization.

Mr. Webster

TED JOHNSON appointed to engineering staff of WSB Atlanta, Ga.

GRAY RESEARCH & DEVELOPMENT Co., Hartford, Conn., issues six-page catalogue describing Gray TELOP, camera turrets, multiplexer and other basic equipment designed for broadcasting in TV stations. Catalogue is available on request.

AMERICAN MICROPHONE Co., Pasadena, Calif., produces new dynamic microphone, with one-inch diameter head and omnidirectional pickup, mounted with detachable head for hand use. List price is $125.

AUDIO FACILITIES Corp., New York, announces artificial reverberation generator, new unit for addition of reverberation to radio, video and recorded sound channels.

RCA VICTOR, Camden, N. J., produces new portable service-type oscilloscope (Type WO-57A), incorporating features formerly found only in more costly laboratory oscilloscopes. Firm also announces television "ruler" which can measure time it takes for TV signal to travel across face of kinescope. Item is called "Microstick" and is scaled for use with all picture tube sizes.

CREST TRANSFORMER Corp., Chicago, takes over entire building at 1834 W. North Ave., doubling its previous plant size.

ALTEC LANSING Corp., Hollywood, produces 155A chestplate for use with Altec 21B miniature condenser microphone.

RADIO ENGINEERING LABS., Long Island, producing new FM relay receiver (model 722) for 88 to 108 mc band.

RADIO CITY PRODUCTS Co., New York, develops FM-TV sweep generator and marker combined in one instrument weighing 15 lbs., and selling at net price of $84.50.

PHILCO EMPLOYES

NLRB Orders Ohio Election

NATIONAL Labor Relations Board has ordered an election to determine collective bargaining representative of employes who produce radio and television sets at Philco Corp.'s two plants in Sandusky, Ohio. The bargaining unit will include "all hourly rated production and maintenance employes" but exclude office and clerical help.

Competing for jurisdiction are separate locals of the International Union of Electrical, Radio & Machine Workers (CIO) and the United Electrical (UE), Radio & Machine Workers of America. Election was directed to be held before June 1. Petition originally was filed by the international union.

CBC Radio Center

WORK is progressing on schedule for the opening of the Canadian Broadcasting Corp. radio center at Montreal. The former hotel building, now in part occupied by CBC engineering, personnel administration, programming and international service, is to be officially opened late in October with all departments headquartered at Montreal. A TV studio annex is to be started soon to be ready for TV planning and experimental production work early next year.

LE WITH CARE"

Whether the thinnest of trebles...or the fattest of bass notes...sound is a perishable commodity to be handled with care. If you would preserve it perfectly, you need a device of exceptional versatility. And that device—in its most perfect, dependable form—is a PRESTO recorder. Here, within a single instrument, electronic fidelity and mechanical exactness are combined to attain results beyond excelling. Whether you choose to record on disc or tape, PRESTO units give the same dependable, accurate reproduction of sound-as-it-was...a faithful, repeatable echo of whatever you wish preserved.

There are many other instruments that will record sound. *There are none that do it better than a* PRESTO.

PRESTO portable tape recorder PT-900

PRESTO

RECORDING CORPORATION

Paramus, New Jersey. Mail to: Box 500, Hackensack, N. J.

IN CANADA:
Walter P. Downs, Ltd.
Dominion Square Bldg.
Montreal, Quebec

OVERSEAS:
M. Simons Company, Inc.
25 Warren Street
New York, N. Y.

FCC Actions

(Continued from page 67)

26 in Washington, D. C., in proceeding re application and that of KAVR Havre, Mont.

The Flagstaff Bcstg. Co., Flagstaff, Ariz.—Granted leave to amend application so as to specify frequency 1450 kc in lieu of 1340 kc and change engineering in support of said application and for removal from hearing of said application, as amended.

By Examiner Leo Resnick

Vermilion Bcstg. Corp., Danville, Ill.—Granted leave to amend application so as to change frequency from 1240 kc 250 w unl. to 980 kc 1 kw DA by supplying entirely new engineering data, and by submitting additional financial information, population data, and subscription agreements, and, in addition, requesting removal of application, as amended, from hearing docket.

By Examiner Elizabeth C. Smith

James E. Murray, Vern Minor and Dorothy C. Murray (Transferors) Hutchinson Publishing Co. (Transferee)—Granted continuance of hearing re consent to transfer of control of KWHK Bcstg. Co. Inc., Hutchinson, Kan. from May 23 to July 18 at Hutchinson, Kan.

By Examiner H. B. Hutchison

WBBZ Ponca City, Okla.—Granted continuance of hearing in proceeding re application of Pratt Bcstg. Co., Pratt, Kan. from May 8 to June 12, at Washington, D. C.

May 9 Decisions . . .

BY THE SECRETARY

WKNA Charleston, W. Va.—Granted license increase power, install new trans. and change DA pattern; 950 kc 5 kw-D 1 kw-N DA-2.

WFKY Frankfort, Ky.—Granted license change trans. and studio location.

WQAN Scranton, Pa.—Granted license change frequency, power, hours of operation, trans. and studio location, and install new trans.; 630 kc 500 w D.

Union Carolina Bcstg. Co., Area Union, S. C.—Granted licenses new remote pickups KA-5744, KIB-759.

United Bcstg. Co., Ogden, Utah—Granted licenses new remote pickups KA-6391, KOB-281.

WSM Inc., Nashville, Tenn.—Granted license change existing remote pickup KIB-339 153.17 mc; 50 w emission F3 (Special).

KWTX Bcstg. Co. Inc., Waco, Tex.—Granted CP and license new remote pickup KA-6586.

WEBR Inc., Buffalo, N. Y.—Granted CP and license new remote pickup KA-2475.

U. of Florida, Gainesville, Fla.—Granted CP new remote pickup KA-6585.

WABG Greenwood, Miss.—Granted license new AM station; 960 kc 1 kw D.

KSTN Stockton, Calif.—Granted voluntary assignment of license from partnership to corporation—San Joaquin Bcstg. Co.

KTLA Hollywood, Calif.—Granted mod. CP for equipment changes, subject to express condition that it is without prejudice to any action Com. may take with respect to outstanding authorizations or applications of grantee in light of decision of Supreme Court in United States v. Paramount Pictures, Inc., et al, 334 U.S. 131; for extension of completion date to 9-1-50. Same condition.

Following granted mod. CPs for extension of completion dates as shown: KSTP-FM St. Paul, Minn. to 12-1-50; WLWD Dayton, Ohio to 12-4-50; WGN-TV Chicago to 12-1-50; KPHO-TV Phoenix, Ariz. to 11-27-50; WAND-FM Canton, Ohio to 7-21-50; WCBM-FM Baltimore, Md. to 11-1-50; KMJ-FM Fresno, Calif. to 5-30-50; WDAE-FM Tampa, Fla. to 12-6-50; WARD-FM Johnstown, Pa. to 9-30-50; WTIM Taylorville, Ill. to 6-15-50.

WNAV-AM-FM Annapolis, Md.—Granted mod. licenses to change studio locations.

WWSW Inc., Pittsburgh, Pa.—Granted CP and license new remote pickup KA-6552.

Fairmont Bcstg. Co., Fairmont, Minn.—Granted CP and license new remote pickup KA-3487.

Shelbyville Radio Inc., Shelbyville, Ind.—Granted CP and license for new remote pickup KA-3422.

Hereford Bcstg. Co., Hereford, Tex.—Granted CP new remote pickup KA-6551.

Richard Field Lewis Jr., Winchester, Va.—Granted CP new remote pickup KIC-286.

Johnson County Bcstg. Corp., Iowa City, Ia.—Granted CP new remote pickup KA-2221.

Shamrock Bcstg. Co., Houston, Tex.—Granted CPs new remote pickups KA-6549-50.

Charles Wilbur Lamar Jr., Houma, La.—Granted CP new remote pickup KKC-978.

Board of Regents U. Sys. of Ga., Atlanta, Ga.—Granted CP for new remote pickup KA-5834.

WJR Detroit, Mich.—Granted CP to use old main trans. as aux. trans. with power of 50 kw at present location. Granted CP to install new main trans.

WSGW Saginaw, Mich. — Granted mod. CP to change type trans.

KECA-FM Los Angeles, Calif.—Granted mod. CP for extension of completion date to 9-30-50.

WKTV Utica, N. Y.—Same to 12-1-50.

Midland Bcstg. Co., Kansas City, Mo.—Granted mod. CP KA-6530 to change type station from base 10th & McGee Sts. Kansas City, Mo. to mobile Area of Kansas City and granted license to cover same.

Radio WMIT Winston-Salem, N. C.—Granted request to cancel license for STL KIA-24.

KCOM Bcstg. Co., Sioux City, Ia.—Granted license for new remote pickup KA-6380.

Mt. Pleasant Bcstg. Co., Mt. Pleasant, Tex.—Granted license for new remote pickup KA-4227.

Corning Leader Inc., Elmira, N. Y.—Granted licenses new remote pickups KEA-874-5; KA-5284-5.

KFRD Rosenberg, Tex.—Granted license increase power; 980 kc, 1 kw D.

WMFT Florence, Ala.—Granted involuntary relinquishment of control of licensee corporation from Franklin L. Bush, deceased, to Emma E. Arland Bush as Executrix of Estate of Franklin L. Bush, deceased, and further transfer of same interest from Emma E. Arland Bush, Executrix, to Emma E. Arland Bush as Distributee under will of Franklin L. Bush, deceased.

KGWA Enid, Okla.—Granted license new AM station and specify studio location. 960 kc, 1 kw, DA. unl.

Western Montana Assoc., Missoula, Mont.—Granted CP and license new remote pickup KOB-314.

WWSW Inc., Pittsburgh, Pa.—Granted CP and license new remote pickup KGB-258.

Grand Forks Herald Inc., Grand Forks, N. D.—Granted CP and license new remote pickup KA-2403.

Western Slope Bcstg. Co. Inc., Grand Junction, Col.—Granted CP new remote pickup KA-6534.

Board of Regents U. System of Georgia, et al., Atlanta, Ga.—Granted CP new remote pickup KIB-815.

Wheeling Bcstg. Co., Wheeling, W. Va.—Granted CP new remote pickup KA-6536.

Lamar County Bcstg. Co., Paris, Tex.—Granted CP new remote pickup KA-6535.

Sarkes Tarzian Inc., Area Bloomington, Ind.—Granted license new experimental TV relay KA-6097.

KRLD Radio Corp., Area Dallas, Tex.—Granted license new experimental TV relay KA-3982.

Midland Bcstg. Co., Kansas City, Mo.—Granted license new experimental TV station KA2XAQ.

City of St. Petersburg, St. Petersburg, Fla.—Granted mod. CP for extension of completion date to 11-15-50.

May 9 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WGRC Louisville, Ky.—Mod. CP AM station to change frequency, increase power etc. for extension of completion date.

Mod. CP new FM station for extension of completion date: KDFC San Francisco; WLAG-FM LaGrange, Ga.; KSCJ-FM Sioux City, Ia.; WBMS-FM Boston, Mass.; WKMH-FM Dearborn, Mich.; WEST-FM Easton, Pa.; KXYZ-FM Houston, Tex.

License for CP

WLOE-FM Leaksville, N. C.—License for CP new FM station.

WVSH Huntington, Ind.—License for CP new noncommercial educational station.

TV—174-180 mc

WJZ-TV New York—CP to install aux. trans. on Ch. 7 (174-180 mc) ERP 0.425 kw vis., 0.207 kw aur., ant. 1,311'6".

May 10 Applications . . .

ACCEPTED FOR FILING

AM—1390 kc

WFNC Fayetteville, N. C.—CP AM station to change from 1450 kc 250 w unl. to 1390 kc 1 kw unl. DA-N AMENDED to request 5 kw-D 1 kw-N DA-2.

License for CP

WHYN Holyoke, Mass.—License for CP new AM station to change frequency, increase power etc.

WDOK Cleveland, Ohio—License for CP new AM station.

AM—980 kc

Vermillion Bcstg. Corp., Danville, Ill.—CP new AM station on 1240 kc 250 w unl. AMENDED to request 980 kc 1 kw unl. DA-1.

Modification of CP

Mod. CP new AM station for extension of completion date: KULE Ephrata, Wash.; KOEL Oelwein, Ia.

WDSM Superior, Wis.—Mod. CP AM station to change frequency, increase power etc. for extension of completion date.

WERC Erie, Pa.—Mod. CP AM station to increase power, install DA etc. for extension of completion date.

KTOK-FM Oklahoma City, Okla.—Mod. CP new FM station to change ERP to 4 kw.

License for CP

WCOV-FM Montgomery, Ala.—License for CP new FM station.

(Continued on page 83)

In Public Service

(Continued from page 20)

ored Reg Allen, WTOP announcer, and Betty Caldwell, local scriptwriter, both of whom died of cancer this spring.

* * *

Syracuse Unity

WHEN (TV) Syracuse, N. Y., reported that a total of $1,500 in pledges was netted for the Syracuse chapter of the American Cancer Society on Sunday, April 23, when talent from Syracuse radio and TV stations joined forces for a special video show. Aired on WHEN, talent from most of the city's five radio and two video stations participated. Doug Johnson, local public relations man, emceed the show which invited viewers to call the TV station and pledge dollars for the cancer fund in exchange for request performances by the artists. Entitled the *Buy-A-Tune* show, it was directed by Jean Slade.

Over the Top

KLEE-TV Houston, Tex., was cited in an article in the *Houston Post* as being responsible for that city's cancer drive going over the top. A seven-hour variety show, featuring a cross section of Houston talent and five emcees, was telecast Sunday, May 7, and helped net some $8,000 above the goal of $75,000.

HIGHWAY SAFETY

Sloan Awards Dinner Held

ALFRED P. SLOAN radio awards for highway safety [BROADCASTING, May 1] were presented at a dinner last Monday at New York's Waldorf-Astoria. Alfred P. Sloan Jr., founder and president of the Alfred P. Sloan Foundation and chairman of the board of General Motors Corp., presented the plaques to the eight radio and television winners.

Mr. Sloan praised broadcasters for their public service activities in carrying messages for highway safety, saying that "there is no other instrument that compares with your ability to do this job."

Men, Women and Children

. . . stay tuned to KROD because on 600 they hear such stellar CBS programs as Jack Benny, Lux Radio Theater, Arthur Godfrey, Edgar Bergen, Amos & Andy, Bing Crosby and others that are popular with young and old alike . . . KROD is your radio buy in the El Paso Southwest.

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MORE DIALERS PER DOLLAR

CBS Affiliate

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NEW WJR RATES

Wismer Announces Revision

REVISION of WJR Detroit's daytime rates was announced last week by Harry Wismer, assistant to the president of WJR, WGAR Cleveland and KMPC Los Angeles. Nighttime rates will remain the same, in line with policy set by other stations, he said.

Other segments of the broadcast time were increased or reclassified in accordance with audience potentials as determined by recent extensive research, Mr. Wismer pointed out. He said present advertisers will continue on old rates for six months, or until Nov. 6, 1950.

Under the new rates, WJR's Class A time will range from $200 for five minutes to $1,000 for one hour; Class B, $134 for five minutes to $670 for one hour; Class C, $110 for five minutes to $550 per hour; Class D, $80 for five minutes to $400 for one hour; Class E, $100 for five minutes to $250 for one hour. Announcement rates go from $40 for the 6-7 a.m. slot to $150 for one minute from the 6-11 p.m. period.

RAILROAD SPOTS

Started on Ga.-Ala. Stations

TEST radio campaign is underway on three Georgia and two Alabama stations by the Atlanta & West Point Railroad, operating between Atlanta and Montgomery, it was reported last week. Schedule of announcements began May 8 on a basis of five announcements daily.

Campaign will run for an indefinite period, until it is leveled off on a basis of seven announcements per week. Ed Mullinax, president, Georgia Assn. of Broadcasters, worked out details with W. W. Snow, railroad's general passenger agent. Stations are: WCOH Newnan, WLAG La Grange, WRLD West Point, all Georgia; WJHO Opelika, WAUD Auburn, both Alabama.

WTVB Operation

WTVB Coldwater, Mich., began operation May 5 on a non-directional basis using 1 kw on 1590 kc, according to Station Director E. Harold Munn Jr. Owned and operated by Twin Valley Broadcasters Inc., WTVB operates daytime and has been on a directional basis.

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy
in
DANVILLE, VA.
is
WBTM
Rep: HOLLINGBERY
5kw (d) ABC 1kw (n)

LEADING speakers at the IER convention held May 4-7 at Ohio State U., Columbus, meet with the director. L to r: I. Keith Tyler, director of IER; Frieda Hennock, FCC Commissioner who spoke on a national radio-TV policy, and Ralph Hardy, NAB director of government relations, also a speaker.

* * *

IER VIEWS RADIO

Educators See Long Use of AM

WHILE educators seem increasingly aware of their profession's blossoming stake in television, there is strong indication that a high degree of concern with sound broadcasting will prevail indefinitely in pedagogues' high councils.

This was the general import drawn at the conclusion of a four-day meeting, May 4-7, of the 20th Ohio State U. Institute for Education by Radio at Columbus [BROADCASTING, May 8].

The radio longevity note was struck by a number of the featured speakers. FCC Vice Chairman Paul A. Walker underscored this feeling by saying, "we are going to need sound broadcasting no matter how television expands" and suggesting educators might prepare for TV operation by starting with FM.

'Radio to Stay'

At the same time, NBC Commentator H. V. Kaltenborn told 400 delegates that "radio is here to stay; TV will never completely replace it." The teaching profession, he said, is secure because "there is no substitute for the personal touch." He asserted that teachers and broadcasters are "just as dissatisfied as ever" with each other, a condition, which is "as it should be." Only by wide differences of opinion and active disagreement, he said, can there be progress toward a common goal.

Continuing this trend of thought, W. W. Charters, founder and honorary director of IER, told the audience that the organization has worked to close the gap between "commercial and educational radio people" and that "we believe something in that direction has been brought about through a better understanding of common problems."

Discussing one of these "gaps" —that of current TV programming—speakers at the convention lined up on both sides of the question. Judith Waller, NBC director of public affairs and education, suggested guidance programs in the home. "Everything can't be planned for children," she said. "Parents decide whether a child drives a car. Why blame the TV industry if their children spend too much time looking at TV?"

Opposite viewpoint was expressed by Thomas D. Rishworth, director of U. of Texas Radio House, who found "too much blood and alcoholic humor" entering the home through radio and television. A child acquires a "distorted image of life" through listening to a plethora of killing and thievery, he said.

Answers Ross

Rebutting, Betty Ross, NBC Chicago, observed that many of TV's so-called harmful effects are "simply adult projected." Another TV producer said the new medium should be praised for putting emphasis on cowboy adventure instead of "gangsterism that dominates much of aural broadcasting."

Mrs. Clara S. Logan, head of the Southern California Listeners Assn., avid critic of TV, released a number of statistics on "crime and violence" via TV, while Philip Lewis, Chicago secondary school administrator, called surveys that condemn TV as bad for school children "unfair unless they qualified their investigations and results."

Two live TV programs were presented at the convention: DuMont's *Court of Human Issues*, on the question of losing Constitutional freedoms, and a 15-minute program on anesthesia prepared by the Illinois State Medical Assn. over WBNS-TV Columbus.

At the closing general session, a panel of four considered the part that radio and TV should take in schools and colleges. Louis P. Hoyer, superintendent of Philadelphia public schools, described educational TV programming in the Quaker City. Other speakers were Richard Hull, Iowa State College, director of radio and TV; J. Max Bond, president-elect, Liberia College, Monrovia, Liberia; and William B. Levenson, Cleveland's assistant superintendent of schools, whose speech was read. Howard L. Bevis, Ohio State U. president, presided.

Another session dealt with "Educational Broadcasting Over Commercial Stations," with Parker Wheatley, director of Lowell Institute Cooperative Broadcasting Council, chairman; speakers, Martha Gable, Philadelphia Board of Education, and Earl Wynn, director, U. of North Carolina's Communication Center.

Jack Weir Lewis, acting director of Rocky Mountain Radio Council, told delegates "showmanship is as high an art as teaching and only a combination of the two will reach the people who need to be taught." He said the council uses professors to "further the cause of education only when those professors have become humanized and made effective through a comprehension of the needs of the common people."

Available!

The Happy Kitchen, one of the Midwest's oldest and best liked women's programs, is conducted by Nancy Goode.

Nancy Goode

This 9:15 a.m. week-day feature has been on the air for almost 15 years. The program is deftly handled by Nancy Goode, homemaker, mother and active clubwoman. Her recipes, food and household hints are of great interest to KMBC-KFRM listeners. Her April mail averaged more than 250 letters a week!

Fleischmann's Yeast and K. C. Power & Light are current sponsors, but additional participations are now available!

Contact us, or any Free & Peters "Colonel" for details!

KMBC
of Kansas City
KFRM
for Rural Kansas

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager wanted. Capable manager for FM station. Expanding into transit-casting and functional music. Large eastern city. Must be aggressive, experienced and have ability to produce. Only qualified persons need apply. References required. Box 93F, BROADCASTING.

Commercial manager for 5 kw midwest Mutual. National sales experience preferred. Attractive salary and commission plan. Unlimited opportunity for qualified man. Box 132F, BROADCASTING.

Manager: 250 watt daytime independent station. Excellent groundwork already laid in three years of good operation. Manager desired with good background this type operation. Must be sober, morally high-type. Excellent opportunity. Kermit Ashby, Box 30, Lamesa, Texas.

Salesmen

Sales manager-salesman wanted for 5 kw network station in one of midsouth's top markets. Interested in producer, not desk executive. Good man will make money with liberal commission. Do not apply if less than five years experience. Box 980E, BROADCASTING.

Wanted—Experienced, aggressive salesman for 1000 watt fulltime independent New York state station. Draw against commission. Box 10F, BROADCASTING.

Independent station along Atlantic Coast has opening for salesman. Thousand watts—strong on local programming. Part of our territory still unopened. Salary and commission. Box 17F, BROADCASTING.

Salesman—1000 watt Illinois independent has replacement opening for salesman who has considerable experience in local, small-town sales. Minimum $2000 billing at straight 15% guarantees immediate $300 income with potential to $500 easily attained. Good market, fine station, every possible sales help. Outline complete sales experience plus personal data in letter requesting interview. Box 107F, BROADCASTING.

Connecticut 1000 watt independent seeks aggressive salesman with record of proven results in local fields. Interested only in man who knows how to sell and resell. Box 112F, BROADCASTING.

Experienced time salesman for 5000 net affiliate in top south market. Guarantee and commission. Box 122F, BROADCASTING.

Earnings unlimited—middlewest network station. Must know local selling. State experience fully. Box 137F, BROADCASTING.

Fulltime independent in southern city needs hard hitting sales representative. Good all-round sales background necessary for this five station market. Man or woman willing to work and settle in one of south's finest cities should apply for this right job with real money for honest effort. Box 141F, BROADCASTING.

Salesman—Opportunity for steady hard working local salesman on dominant network regional station. Complete details and references with application. WFDF, Flint, Michigan.

Announcers

Straight staff with 5000 watt net affiliate. Occasional special events and mc. Midsouth. Box 121F, BROADCASTING.

Need good commercial staff man in midwestern major market radio. Minimum 3 years experience. Good basic salary. Forward disc, background info. Box 127F, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Experienced announcer for local ABC network station. Box 134F, BROADCASTING.

Announcer-engineer. Must have engineer's license. Quality announcing voice. Wisconsin station. Send disc, photo, background, references, salary expectations. Box 135F, BROADCASTING.

Wanted. Good announcer with first class license. $65.00 for 42 hour week. Southern station. Box 138F, BROADCASTING.

Announcer, only experienced need apply. Disc, photo, tell all first letter. KSCB, Liberal, Kansas.

Announcer with first class phone needed immediately for combination job 5 kilowatt network affiliate. Must be capable announcer. Prefer midwest man preferably from this area. Send full details first letter including references, marital status, experience, salary desired, photo and audition disc. Boy wonders and booze chasers would save time and postage. Address Grover Cobb, KVGB, Great Bend, Kansas.

Wanted—Experienced announcer with first class license for combination position. Starting salary $60.00 week. Ed Anderson, Station WBBO, Forest City, N. C.

Technical

Chief engineer, 250 watt Rocky Mt. net affiliate. Position open near future. Send disc and photo. Write Box 35F, BROADCASTING.

AM-FM independent near Chicago needs summer replacement engineer after July 1. Personal interview required. Box 47F, BROADCASTING.

Chief engineer for 5 kw midwest Mutual. Extensive experience in AM transmitter and studio maintenance and operation essential. Excellent opportunity for right man. Box 133F, BROADCASTING.

Production-Programming, others

Combination man, Wyoming station. Good voice essential. Send disc and photo. Write Box 34F, BROADCASTING.

Experienced play-by-play sports program director with license. Need ambitious, cooperative young man immediately. Salary open. Send tape, disc, details to KAYS, Hays, Kansas.

Television

Salesman

Television opportunity: WFMY-TV is only 7 months old and is growing. We need another good salesman now. This man must have had at least 3 years or more of solid radio selling experience. Prefer a young, aggressive man with good personality and what it takes to grow with accounts. No high pressure, no floaters. WFMY-TV, owned by the Greensboro Daily News, is in the No. 1 market of the No. 1 state in the south. Excellent living and working conditions. Schools, churches, colleges, climate tops. A comparatively small TV operation so you'll have a chance to learn all phases. Maybe you already sell TV and want to locate in this fast-growing section of the south. Send full particulars about yourself (photo preferred) right away. We will make a decision soon as we find the right man. Salary and commission; write Commercial Manager, WFMY-TV, Greensboro, North Carolina.

Situations Wanted

Managerial

Sales manager—who in twenty years has personally sold millions of dollars in local time seeks job as commercial manager of substantial station or manager of a smaller station. 1½ years of television. 45 years old, married and have two children. Complete references. Box 953E, BROADCASTING.

This team will make you money! Father and son combination. Station and commercial manager (father) program director, news, sports, special events, topflight announcer (son). Mature and youthful enthusiasm. Smooth efficient economical operation with real showmanship and sparkling programming. Strong sales results. Long experience in network and independent radio. Promotion and publicity minded. No social butterflies—just sincere, hard-working, honest, sober and dependable men. Pleasing personalities that mix well with young and old. Desire permanent location in city of fifteen thousand or more with one (not more than two) station. Very reasonable salaries and percentage of sales. These two men can give you the station managerial program and sales results you have wanted. Box 19F, BROADCASTING.

Can you top this? As general manager took last station in three station market doubled billing in two months. Terrific job on sales and programming. Young, aggressive, educated. Looking for station in tough midwestern market that will pay for results. Box 105F, BROADCASTING.

Former network actor-producer with local agency and station sales experience. Recently sold one of nations top radio schools. Now available as manager. Ideas + production + promotion + sales impetus = increased national and local sales. Anxious for challenge. Can staff station. South or midwest preferred. Married, 33, veteran. Salary plus percentage or bonus. Personal interview arranged after first letter containing details Box 109F, BROADCASTING.

Station manager thoroughly experienced all phases broadcast operation. 10 years experience, 3 years as manager. Capable of taking complete charge of station and running an efficient operation. Require a salary adequate for self, wife and two small children. Box 142F, BROADCASTING.

Station manager available with proven record of managerial ability over period of years. Have handled all phases of station work from original application for grant, thru construction and on to black-ink operation. Have been announcer, salesman, program director, sales manager. General manager for multiple ownership with outlets for four major networks at same time. Have built and operated at a profit an independent, metropolitan station. Early training was in newspaper field. Have wide acquaintance among national timebuyers. Personal references of highest caliber. Believe my greatest strength is in ability to build an organization that gets results. Box 156F, BROADCASTING.

Administrative ass't — accounting. Thorough knowledge of radio from administrative viewpoint and broadest personal relationship with industry heads. Currently employed and responsible for supervision of accounting. (hold degree), employees, administration and general office managerial duties. Box 166F, BROADCASTING.

Salesmen

Salesman: Young, aggressive. Record of successful achievement. College graduate. TV affiliated operation preferred. Reference from present employer. Box 59F, BROADCASTING.

Salesmanager or salesman, experienced in production, announcing, continuity. Young, college graduate. Box 110F, BROADCASTING.

Fully qualified salesman looking for step upward. Must earn 100 per within short time. Three years radio sales 1000 w to 50,000 w. College graduate. Three years advertising and promotion. A-1 sales record. References. Young. Wants to settle permanently Box 116F, BROADCASTING.

Salesman, three years college, married, 27, three years experience selling, managerial qualities. Write Box 151F, BROADCASTING.

Combination sales, continuity and announcing. Prefer small market setup. College graduate with experience in all three fields. Also experience in advertising agency work and commercial music. Will send further information and details on request. Write Box 165F, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

Looking for an experienced, hard working, dependable announcer and operator? I'm available. Single, 22, college graduate. Travel anywhere. Salary secondary. Box 921E, BROADCASTING.

Newscaster. A newspaperman with a voice. Gather, write, deliver. Best references. Disc, details upon request. Box 923E, BROADCASTING.

Announcer-writer. Age 22, single, college, veteran, AFRS experience disc shows, news shows, commercials. Operate console. Car. Disc, photo on request. Will accept summer replacement. Box 995E, BROADCASTING.

Florida stations—announcer, 5 years experience, family man, college, desires permanent roost in Florida. Box 1F, BROADCASTING.

Chief announcer—Family man. Desires immediate opportunity. Available at once. Box 11F, BROADCASTING.

Excellent announcer. Present 50 kw. Desire change. NBC trained. 28. College. Married. Start $65 week. Box 44F, BROADCASTING.

Topflight sportscaster. Present 50 kw play-by-play, staff, sportswriting, features. 28. College. Married. Start $85 week. Box 45F, BROADCASTING.

Combination man: Chief announcer with ticket, programming, production, writer. News, specialty. Top grade work. 3 years experience. West coast only. Box 49F, BROADCASTING.

Announcer, experienced New York station (FM). 32, single, free to travel. Desires steady position. Resume and audition disc available. Box 61F, BROADCASTING.

Announcer, experienced metropolitan station. 31, married, free to travel. Desires steady position. Resume and disc available. Box 62F, BROADCASTING.

Baseball, play-by-play. Experienced. Available now. Box 101F, BROADCASTING.

Plenty of training—announcing, news, continuity writing. Excellent voice, diction. Married, 30. Ambitious, steady worker. Interested more in experience than salary. Disc, photo, available. Box 102F, BROADCASTING.

If you're looking for an experienced, thoroughly grounded young radio man to fill the position of announcer or news editor, here's your man. Over three years extensive experience includes all phases of announcing, production, continuity writing, local news preparation, console operation. Desires position where there's permanency and an opportunity to work hard. Presently employed. Complete details including photograph, references and audition transcription will be forwarded upon request. Personal interview may be arranged. Box 113F, BROADCASTING.

Announcer, reliable, married. Age 22. Some experience prior to recent professional training. Disc on request. Box 114F, BROADCASTING.

Announcer, network and independent experience. Young, single. Good selling voice. Top references. Available immediately. Disc and details on request. Box 115F, BROADCASTING.

Announcer-engineer. 3 years experience announcing and engineering. Station construction. Currently chief engineer. News and general announcing. Married. Have car. Box 118F, BROADCASTING.

I'm currently employed as an announcer-writer at a 1 kw regional network affiliate. I want announcing only and that's the reason for this ad. Disc, resume available. Box 119F, BROADCASTING.

Announcer—30, single: rich, low voice. Dependable, experienced. Can handle controls. Will travel. Disc and photo on request. Box 120F, BROADCASTING.

Experienced play-by-play sportscaster and news man. College graduate, veteran, married, available immediately $60.00 per week. Box 125F, BROADCASTING.

Announcer, Young, deep mature voice. Graduate of New York radio school. Have had some experience with independent station handling all types of shows. Salary secondary. Free to travel. Box 130F, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college. Former staff 5,000 watt NBC affiliate. Consider all offers. Box 136F, BROADCASTING.

Morning, noon or night man—knows board, location secondary, single, staff, DJ announcing position desired. Box 139F, BROADCASTING.

Sports director-announcer-engineer, if you are really interested in a man who can do a spectacular job of play-by-play on the three major sports, who is also a network caliber announcer with a first class ticket please state salary and working conditions and write to Box 140F, BROADCASTING.

Experienced announcer and program man. 10 years all phases. Want somewhere with future, but for present will be satisfied with salary that will modestly support self, wife, 2 children. Box 143F, BROADCASTING.

Disc jockey—500 watt experience. Capable of handling console. Willing worker, travel anywhere. Can emcee live shows. Need opportunity to develop technique. Presently employed. Age 28, married, disc and photo available. Box 146F, BROADCASTING.

Announcer-engineer: Network caliber newscaster, commercials don't sound read-y, terrific personality and good production on disc shows, scripted or not, (smooth operation, non-obvious disclaimers, etc.) Exceptionally good singer (mail pull), western and pop stylist, guitar, bones. Good ad-lib. (Godfrey-Drake-Garroway-Wiley style of delivery). Thirty four, veteran, family, late car, will travel. College, first phone, experience, adaptability. Want permanence, opportunity and no rubber paychecks. Box 147F, BROADCASTING.

If you need an announcer-writer combination, write me. Box 155F, BROADCASTING.

Announcer, vet, graduate of leading radio school. Knowledge of all phases of radio broadcasting. Free to travel, New England or upstate New York. Available immediately. Start at bottom and work up. Always dependable. Box 160F, BROADCASTING.

Attention midwest stations. Topflight young announcer seeks advancement. 4 years experience, sports, news, disc jockey. Dependable family man with car. Box 164F, BROADCASTING.

Announcer. Newscaster. Other qualifications. No hotshot or glamour-boy. Married. Stable. 4 years experience. Will travel. Permanency with immediate opening preferred. Details: 231 South Palm, Ponca City, Oklahoma.

Hold it! Announcer, 3 years experience, college background, knowledge all phases of broadcasting specialty sports and discs available after June 1. Call, write, wire Jay Arthur, 2126 East 24 Street, Brooklyn, Nightingale 8-6608.

Family man, news and commercials. Can do sports. Four years schooling. Disc and photo upon request. David Epstein, 3621 N. Richmond, Chicago, Illinois.

Announcer—Experienced, single. Deep resonant voice. Can operate board. Will travel. John Gary, 635 Hemlock St., Scranton, Pa. Phone 2-1180.

Announcer desires summer position. 2 years part-time 1 kw — newscasting, sports, DJ, board experience. Conscientious, college sophomore. Disc on request. Write Joe Huie, Hunt 3, R.P.I., Troy, N. Y.

Young, single man desires announcer-engineering position. RCA Institute graduate. 1st class phone license, army-control tower operator (2 years). Location and salary secondary. Lee Kramer, 370 Montgomery Street, Brooklyn 25, N. Y.

Announcer with 1st class ticket and straight announcer—both experienced. Desire location together. Bob Longchamp, 7 Sexton Ave., Concord, N. H.

California—Announcer 3 years experience. Left eastern position to settle in any section of southern California. 2 years college, 2 years specialized training. Excellent references, married, dependable, available. Dick Miller, 5306 Bluebell Ave., North Hollywood, Calif. Phone Sunset 1-9467.

Technical

Chief engineer, 17 years experience seeks change to more progressive station. Best of references. Box 924E, BROADCASTING.

Situations Wanted (Cont'd)

Experienced combination man wants position with future in financially sound organization south or southwest. Plenty experience engineering and announcing. Presently employed chief engineer. Sober, dependable, hard worker. Married. Automobile. Two weeks notice. Box 7F, BROADCASTING.

Engineer, degree, licensed, 12 years experience, 8 as chief, now employed. Box 33F, BROADCASTING.

Engineer thoroughly experienced, no announcing, excellent references. Go anywhere. Box 40F, BROADCASTING.

Engineer available on short notice—consider only 5-50 kw stations. Best references. Box 925E, BROADCASTING.

Engineer desires permanent position with a growing station. Willing to travel. Box 46F, BROADCASTING.

Engineer: 10 years experience. Construction, economic operation. Field strength surveys, FM background, professional recording engineer. Chief of kw past four years. Available immediately, any locale. Box 63F, BROADCASTING.

Recent graduate, 1st class phone (with TV training) vet, single, reliable, willing to travel. Box 76F, BROADCASTING.

Radio engineer, formerly chief field engineer Washington consulting firm now chief engineer California radio station desires position as chief or staff engineer where combination consulting and operating knowledge needed. Five years experience full range consulting design and field work. Ten years operating and installation experience including 50 kw power. Capable complete station layout and installation including design and construction directional equipment. Can go anywhere. Box 90F, BROADCASTING.

Young man wishes job in station. Vacation experience in transmitter, network, console, remotes. Two years schooling. Television, radio repairman. Box 100F, BROADCASTING.

Chief engineer—Executive who knows how to run engineering department. Extensive experience in construction, maintenance, operation, allocation and measurement work. Now chief of regional directional but seek connection with more stable and aggressive organization, preferable with TV plans. Engineering degree, married, age 30. Highest recommendations including those of consultants. Box 104F, BROADCASTING.

Engineer, first phone would like permanent position anywhere, 21 months broadcast experience, vet, married, have car. Box 124F, BROADCASTING.

Engineer. 1 year transmitter, control and remote experience. Presently unemployed. Box 129F, BROADCASTING.

Chief engineer, 15 years experience in responsible engineering, all phases AM and FM to 100 kilowatts. Prepared for TV. Highest professional references. Box 131F, BROADCASTING.

Engineer, 27 months broadcast, 3 years army radar experience. Graduate leading radio school. Will travel. Box 144F, BROADCASTING.

Engineer, 14 years experience, AM-FM construction installation—maintenance—studios—transmitter. 10 kw directional, available immediately, references. Box 145F, BROADCASTING.

Engineer now with ABC outlet. Experienced AM-TV. Engineering background with major electronics manufacturer and graduate top engineering school. Age 22. Wants greater opportunity. Excellent references. Go anywhere. Box 152F, BROADCASTING.

First phone license, experienced transmitter operator. Married, car. Want permanent position in northeast. Box 153F, BROADCASTING.

Summer replacement or permanent announcer — experience, good voice, excellent delivery, versatility. Available immediately. Box 154F, BROADCASTING.

Engineer, first phone, single, vet, no experience, willing to travel and willing to learn. Desires job with future. Box 159F, BROADCASTING.

Young man, good background, limited experience all phases independent operation, 1st phone, prefer position as utility man in northeast. Box 161F, BROADCASTING.

First class technician, would accept well-paying, out-of-town position in broadcast communications field. Roy Dashukawich, 4439 Third Avenue Bronx 57, N. Y.

Situations Wanted (Cont'd)

Young man, personable, intelligent, 1st class radio telephone license, looking for position in broadcast field out of New York City. Fred Kreschollek, 3323 Bouck Ave., New York 67, N. Y.

Engineer, first phone, BA Degree; will travel, available immediately, veteran. Write Romar McCamy, 514b S. Tamarind Street, Compton, Calif.

Operator, first license, five years broadcast experience, wants transmitter job. 31. Single. Available short notice. Lewis Sherlock, Box 51, Plainview, Texas.

Operator—First phone, broadcast experience during war. 24, married. North or southeast. J. M. Wall, South River, N. J.

Production-Programming, others

Woman continuity director with air and sales experience. University graduate. Presently employed. Best references. Box 20F, BROADCASTING.

Woman commentator, director. Versatile, experienced all phases radio, seeks connection offering bona fide opportunity for growth, advancement. Personality, record, background just right for aggressive operation following strong public service line. Box 24F, BROADCASTING.

Newscaster: "Newspaperman with voice." BS; family. AM or TV. $90-$100. Box 36F, BROADCASTING.

Man with future seeks continuity job with progressive station or agency. Degree in music and radio. Knowledge sports, news, special events. Travel anywhere. Salary secondary to opportunity. Box 87F, BROADCASTING.

Five graduates, University of Michigan (three MA's in radio production, two first phone engineers) interested in operating small station. Will invest limited capital with profit sharing or eventual purchase in mind. Box 108F, BROADCASTING.

Experienced. Writer and announcer desires change in location. Am now employed. College background. Can also sell. Excellent references. Box 111F, BROADCASTING.

Enthusiastic young woman (25) with "radioactive" imagination and several years experience writing commercial copy, variety-type shows, musical programs, children's stories etc., is ready to graduate from 250 watter to progressive network affiliate demanding originality, initiative and good judgment. Former employers write: "Very competent . . . writes excellent material . . . diligent worker . . . highly recommend her." Replies acknowledged immediately. Samples. References. Will travel anywhere for good opportunity, but prefer Ohio Tri-State area. Box 128F, BROADCASTING.

All-round radio man. Former exec. showman, producer, writer. Available. Your reply invited. Box 150F, BROADCASTING.

Writer: Continuity,—script, commercial copy, sales promotion, publicity. Excellent experience. Through knowledge, music and programming. Creative, dependable. Box 158F, BROADCASTING.

Experienced radio-TV writer-producer for west coast agency; 8 years, know the west. Eyebrow-raising references. Box 162F, BROADCASTING.

Female name personality (with musical comedy, film, big network show, network affiliate station success) desires position as mc of unique disc feature or woman's variety program. Full background information upon request. Box 163F, BROADCASTING.

Combination man. Operate recording studio; board, cutters, announce, act. Completed radio school. 2½ years college. Installed college station—taught radio. Know pop music thoroughly—have own record library. Pronounce French, German dialects. Chance for advancement of prime importance. Married, vet. 24. Will travel. Jimmy Valentine, 1327 N Street, N.W., Washington 5, D. C.

Television

Salesman

Recommended radio salesman wants to switch to TV. Three years radio with 50,000 w experience, B. S. Degree. Theater director. Agency contacts. Traffic. Excellent sales record. Reliable worker. Film contacts. Fully qualified for TV station. Young. Box 117F, BROADCASTING • *TELECASTING.*

Television (Cont'd)

Technical

Telecasting engineer; 1st phone, some broadcasting experience, excellent radio and professional photography background, married, car, desire opportunity in TV station. Box 103F, BROADCASTING • *TELECASTING.*

Two engineers, first phone, seek TV positions. Recent graduates of S.R.T.-TV available first week in June. Single, will travel. Box 157F, BROADCASTING • *TELECASTING.*

For Sale

Stations

South Atlantic exclusive network affiliate. Owner's take, $15,000 annually, $40,000 cash handles. Box 106F, BROADCASTING.

Controlling interest New York area station, reasonable and on terms due to other interests. Identify yourself in full or don't reply. Box 149F, BROADCASTING.

Equipment, etc.

For sale: General Electric FM transmitter, type No. BT-4-B with rated power of 10 kw.; General Electric BC-3A transmitter console, two racks of speech input equipment; also Western Electric 8-section cloverleaf antenna, type 54-A. Make offer. Box 992E, BROADCASTING.

RCA-BTF-250A FM transmitter and type 600T-REL frequency modulation monitor, like new. Price $1500. Box 12F, BROADCASTING.

Presto 90-A recording console, as new, with tubes, plugs and instruction book, $300.00. Box 123F, BROADCASTING.

200 stations have saved $500,000 by using my shortwave remote pickup equipment. Complete, guaranteed, ready to install, as per my article in NAB Handbook. Low priced. Write Wm. C. Grove, KFBC, Cheyenne, Wyoming.

For sale. CP deleted. 25% discount. All brand new in original cartons. GR modulation monitor. GR low distortion oscillator. GR noise and distortion meter. 1000 watt tuning unit. 7/8" co-ax. RCA mike boom. Other equipment. Write for complete list. KNGS, P. O. Box 620, Hanford, California.

For sale: Two Model Y-2 Presto recording amplifiers and turntables. Used very little. Condition good as new. Mounted in handsome console. This equipment cost over $2,200 and is available at a big saving. Contact Radio Station KRIG, Odessa, Texas.

WE 250 watt 310-B transmitter 2 sets tubes. Good condition. Available now. $1,000. KXRO, Aberdeen, Washington.

Two Presto turntables with Western Electric 9-A reproducers. One Gates model 35 console. One RCA BA-2 amplifier. Excellent condition. Make offer. WGCM, Gulfport, Miss.

$11,000 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

5000 watt AM transmitter. Four 300 foot towers. Box 4F, BROADCASTING.

Turntable, preferably RCA, complete with pickup. State lowest price and age. Box 37F, BROADCASTING.

Wanted to buy—A good used Western Electric 250 watt transmitter, preferably type 451A-1. Box 168F, BROADCASTING.

(Continued on next page)

Help Wanted

Salesman

OPPORTUNITY CALLS

SOUTHWEST REGIONAL KILOWATT has opening for time salesman. Sales Director's position will soon be open. Excellent Conlan and BMB show we dominate this progressive thirty county area with retail sales per family exceeding $6500., highest in the state. Clean, progressive, community that is growing rapidly. Beautiful modern studios with finest equipment and best of facilities, including Hammond organ. Top quality announcers. Everything to make the sales job easy. Here is your chance to become part of a progressive, profitable station in a modern, fast growing community, noted for its wealth. Our entire staff knows of this ad. Send full details of past experience, recent photo, references and personal background to Box 148F, BROADCASTING.

Announcers

NEWS ANNOUNCER: Here's a real opportunity for the right man to join a big California station. We are looking for an experienced news announcer who wants to settle down and become an institution in the community. The man we want has a low authoritative voice, lots of ambition and the ability to keep his feet on the ground. Some news, editorial ability required. Primary emphasis will be placed on ability to deliver on the air. $85.00 a week to start. Send all information and a photo in the first letter and be prepared to supply a transcription on request. Apply to Box 25F, BROADCASTING.

Situations Wanted

Production-Programming

Are you interested in a

PARLAY?

★ **RADIO:** Network, Metropolitan

★ **AGENCY:** $10 Million Billings

★ **NEWSPAPER:** Local & Chain

★ **SELLING:** Printing, Engraving

Interested in this man?

BOX 126F, BROADCASTING

Situations Wanted (Cont'd)

NAB DEPARTMENT HEAD

(Available June 1)

You're familiar with my work. Am Ass't Treas., NAB and with Ass'n since 1936 (except for three years Navy). Responsible for supervision of accounting (hold degree), employees, administration and general office managerial duties.

Thorough knowledge of radio from administrative viewpoint and broadest personal relationship with industry heads. Write, wire "Rev." Revercomb NAB 1771 N Street N. W., Washington 6, D. C.

For Sale

Equipment, etc.

For sale—Equipment for complete 250 watt broadcast station including high fidelity custom built rack and panel control room installation. Used less than three years. Write for list or specific equipment.

Martin Karig, Station WWSC, Glens Falls, N.Y.

Harbach Heads ASCAP

OTTO A. HARBACH, playwright, author and songwriter, was elected president of the American Society of Composers, Authors & Publishers, by the ASCAP board at a May 3 meeting. Other new ASCAP officers are: Vice president, Oscar Hammerstein II; vice president, Saul H. Bourne; secretary, George W. Meyer; treasurer, Louis Bernstein; assistant secretary, Walter A. Kramer; assistant treasurer, Frank H. Connor.

Okay Funds

NEW OUTLAY of $10,000 to cover expenditures has been accorded the Senate Interstate and Foreign Commerce Committee in a routine resolution (S Res 257) approved by the Senate May 1. Sen. Edwin C. Johnson (D-Col.), chairman of the powerful communications committee, had asked the Senate for the additional sum to replenish the group's depleted fund. The request was granted without objection.

WNBF-FM TESTS

Listeners Favor Continuance

ONE of FM's pioneers, WNBF-FM Binghamton, N. Y., has decided not to join WTMJ-FM Milwaukee and WMIT (FM) Charlotte, N. C., in abandoning this form of broadcasting, according to Cecil D. Mastin, general manager of WNBF-AM-FM-TV.

★

Instead, Mr. Mastin has decided to keep WNBF-FM on the air as the result of a test survey just completed.

Early in April WNBF announced it would ask FM listeners for their opinions. WNBF-FM carried this announcement April 9-27: "WNBF will decide next week whether or not to continue with its FM system. Write WNBF-FM Post Office Box 48, Binghamton, telling us of your use or dependence upon our FM system."

The station received 637 replies, 482 coming from New York State, 155 from Pennsylvania. Of these 431 said they used FM exclusively, day and night; 65 said they used FM at night; 179 complained of "hash" on the AM band; 63 said they wanted CBS service; 43 indicated recent purchase of FM sets; 9 spoke of shopping in Binghamton; 9 advised the station to discontinue its older AM service.

Report on AM Service

Majority of responses was in an area 25 to 50 miles from Binghamton, complaining they could get "no satisfactory AM service by any AM station at any time," according to Mr. Mastin. "Frankly, I do not know what this survey represents viewing it as a sample of probable listeners. Sure it isn't 100%; most likely not 50%, and I presume substantially 20%. It does indicate to us a bonus to our AM coverage of up to 12,000 listeners. If not that, a substantial amount in any event.

"So, perhaps the FM nag is getting out of the starting gate. Will she overcome her handicaps? Who knows! Anyway, we will continue to ride not one, not two, but all three—AM, FM, TV."

Mr. Mastin, a former chairman of the NAB FM Committee, recalled that WNBF applied for its experimental FM license in 1938, getting on the air in 1942 on the old band.

"A Jansky & Bailey measurement indicated possibility of an 80 to 100-mile coverage for FM, day and night, exposing us to a potential audience of over a million people," Mr. Mastin said. "We invested thousands of dollars in equipment and carried a separate program service during the war years, expecting to realize financial returns after the war.

"Boom, the low band went. Our FM marbles were swept away as we got more marbles, a 10 kw transmitter, new antenna, and broadcast on both bands. Soon we would arrive in FM elysian fields. Two years ago we dropped our low band and duplicated on FM all WNBF programs from 6 a.m. to 1:05 a.m.

Climax to Complications

"On the one hand the engineering standards of AM were being diluted; on the other the FCC was lambasting broadcasters to get into FM or be left at the post. Then along came the glamor girl, television. We took the leap and started our feverish TV building and boom, the freeze!

"So we decided this spring to re-examine FM and see if we could save a little money. The response to the survey shows me that we are not operating on barren ground but that FM is a young sapling worth cultivating. Neither the number of sets nor the number of listeners is economically sufficient but they are nevertheless substantial. And of course we realize that as more and better FM sets are made, our service is increased."

Truman's WGIL Speech

FULL ACCOUNT of President Truman's first stop on his current cross-country speaking tour was aired over WGIL Galesburg, Ill., on May 8. The President spoke to a gathering of 7,000 and into the WGIL microphone, reports General Manager Robert W. Fredeger, who also lined up state dignitaries from Springfield, Ill., for a warm-up show. George Thoma, station's news director, met the Presidential train in Chicago and rode with the party to Galesburg where Mr. Truman made his birthday, VE-Day and first WGIL speech.

Money-Making Stations

East

Top network facility — long the number one station in one of the most desirable medium sized markets in the east. Has a long record of excellent earnings. Price $150,000.00. Good financing arranged.

Midwest

One of the best exclusive market properties available. This attractive Wisconsin station has always made money and is now returning better than 25% on the sales price of $90,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FOR SALE—5/10 kw composite transmitter. High level modulated air cooled used less than 500 hours as auxiliary transmitter. Excellent frequency and distortion characteristics, first class mechanical and electrical workmanship. Will make excellent main transmitter for new 5 or 10 kw station or as auxiliary for 5, 10 or 50 kws. Price FOB Cincinnati uncrated with one complete set tubes, miscl. spare tubes and spare parts $6500 cash. C. H. Topmiller, WCKY, Cincinnati.

FCC Actions

(Continued from page 28)

License Renewal

WAER Syracuse, N. Y.—Request for license renewal noncommercial FM station.

Modification of CP

WLWC (TV) Columbus, Ohio—Mod. CP new commercial TV station for extension of completion date to 12-16-50.

TENDERED FOR FILING

AM—1410 kc

KNAL Victoria, Tex.—CP AM station to change hours of operation from D to unl.

May 11 Decisions . . .

BY COMMISSION EN BANC

Request Denied

Commission addressed letter to Columbia Bcstg. System re CBS request that AT&T waive charges for use of inter-city video transmission during TV color tests. Commission stated that it is without authority to grant request.

Order

By order Commission withdrew Nov. 14, 1949 proposed reallocation of Class B FM frequencies for Gadsden, Ala.; Wilmington, Del.; Philadelphia, Pa., and Baltimore, Md., and terminated proceedings in Docket 9502.

STA Granted

KGGF Coffeyville, Kan. — Granted STA for period ending Nov. 10 to operate for STL purpose of providing program circuit from studio to new trans. site of KGGF.

May 11 Applications . . .

ACCEPTED FOR FILING

AM—1450 kc

Flagstaff Bcstg. Co., Flagstaff, Ariz.—CP new AM station 1340 kc 250 w unl. AMENDED to request 1450 kc 250 w unl.

Kettle-Moraine Bcstg. Co., Hartford, Wis.—CP new AM station on 1540 kc 500 w D AMENDED to request waiver of Rule 3.30(a).

Modification of CP

KBOK Waterloo, Ia.—Mod. CP AM station change frequency, hours of operation etc. for extension of completion date.

Mod. CP new AM station for extension of completion date: KMAN Manhattan, Kan.; WJON St. Cloud, Minn.; WGYA Logan, W. Va.

KMAR Bakersfield, Calif.—Mod. CP new FM station to change ERP to 5.04 kw, ant. to 450 ft.

WGBA-FM Columbus, Ga.—Mod. CP to make changes in existing FM station change ERP to 13.8 kw.

License for CP

WNUR Evanston, Ill.—License for CP new noncommercial educational FM station.

TENDERED FOR FILING

AM—1230 kc

KNCM Moberly, Mo.—Mod. CP AM station to change from 1220 kc 250 w D to 1230 kc 250 w unl.

AM—1230 kc

WSKY Asheville, N. C.—CP AM station to change from 1490 kc to 1230 kc.

APPLICATION RETURNED

WTPS-TV New Orleans—Times Picayune Pub. Co. RETURNED May 3 application for reinstatement of CP on Ch. 10 in lieu of Ch. 7. Not in order.

Catholic Meet

ANNUAL convention of the Catholic Broadcasters Assn. will be held June 30, July 1-2 in St. Louis, according to Rev. Patrick J. Peyton, C. S. C., president of CBA. Sessions will be held at St. Louis U., utilizing facilities of the Institute of Speech and Communications Arts and WEW, school's outlet. Reservations for the convention will be accepted through the office of the coordinator of CBA, 216 W. Ninth St., Wilmington 99, Del., it was announced.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO MAY 11

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,128	2,102	179		311	267
FM Stations	704	493	264	3*	22	13
TV Stations	104	39	70		350	182

* Two on the air.

* * *

CALL ASSIGNMENTS: KBOK Waterloo, Ia. changed from KAYX (Waterloo Bcstg. Co.,); KCHN Chanute, Kan. (Chanute Bcstg. Co., 1460 kc, 1 kw day); KFOX-FM Long Beach, Calif. (Ch. 272, Nicholas & Warinner Inc.); KFST Ft. Stockton, Tex. (Ft. Stockton Bcstg. Co., 860 kc, 250 w day); KJAN Atlantic, Ia. (George Basil Anderson, 1220 kc, 250 w day); KLVC Leadville, Col. (Vir N. James, 1230 kc, 250 w unlimited); KOWL-FM Santa Monica, Calif. (KOWL Inc., Ch. 232); KRBL Mena, Ark., (R. B. Bell, 1450 kc, 250 w unlimited); KRUZ San Francisco (Grant R. Wrathall, 1010 kc, 1 kw day); KSGV(FM) Temple City, Calif. (Angelus Bcstg. Co., Ch. 280); KSRT Beverly Hills, Calif. (School of Radio Arts, Ch. 292); WATA Boone, N. C. (Wilkes Bcstg. Co., 1450 kc, 250 w unlimited); WBAL-FM Baltimore, Md. (Hearst Radio Inc., Ch. 238); WBRO Brooklyn, N. Y. (Ebbets-McKeever Exhibition Co. Inc., Ch. 290); WCLI Corning, N. Y. (Corning Leader Inc., 1540, 250 w day); WEWO-FM Laurinburg, N. C. (Scotland Bcstg. Co., Ch. 243); WFAA-TV Dallas, Tex. Changed from KBTV (A. H. Belo Corp. Ch. 8); WGCB Red Lion, Pa. (John M. Norris, 1440 kc, 1 kw day); WGLM Gaylord, Mich. (Midwestern Bcstg. Co., 900 kc, 1 kw day); WJLK-FM Asbury Park, N. J. changed from WJLK (Asbury Park Press Inc.); WJLK Asbury Park, changed from WCAP (Asbury Park Press Inc.); WSNS Sanford, N. C. (Sanford Bcstg. Co., Ch. 276); WWGP-FM Sanford, N. C. (Lee Bcstg. Corp., Ch. 288); WWPF-FM Palatka, Fla. (Palatka Bcstg. Co., Ch. 252).

* * *

Docket Actions . . .

OPINIONS AND ORDERS

WIMA Lima: Sky Way Bcstg. Corp., Columbus, Ohio—Announced opinion and order to dismiss on Commission's own motion proceedings involving application of WIMA for license for station at Lima and petition of Sky Way Bcstg. Corp. for reinstatement of application for new station at Columbus. Granted application of WIMA for license and dismissed petition of Sky Way Bcstg. Corp. Order May 9.

Sky Way Bcstg. Corp., Columbus; Akron Bcstg. Corp., Akron, Ohio—Commission by separate order announced decision for reconsideration and grant without hearing application of Akron Bcstg. Corp., for new station at Akron (2) accepted for filing as of May 9, new application of Sky Way Bcstg. Corp. for new station at Columbus on 1580 kc, 1 kw day. Order May 9.

Ordered on Commission's motion that oral argument in matter of amendment of section 3.666(b) of rules relating to separate operation of aural and visual transmitters of TV stations now scheduled for May 12 be continued to June 2 at 2 p.m. and letter from Paramount Television Productions Inc., be accepted as intention to participate in argument herein. Order May 9.

Non-Docket Actions . . .

TRANSFER GRANT

WBEC-AM-FM Pittsfield, Mass. — Granted transfer of control from Western Mass. Bcstg. Co., licensee, to Eagle Pub. Co., for $50,000. Donald B. and Lawrence K. Miller are 50% owners of both transferor and transferee and no change of ultimate ownership will result from transfer. WBEC is assigned 250 w on 1490 kc. Granted May 9.

Deletions . . .

Five FM authorizations reported deleted by FCC last week. Total to date since Jan. 1: AM 17; FM 52; TV 2.

KWK-FM St. Louis—KWK Inc. License May 9. FM showed little promise in that area.

WESB-FM Bradford, Pa.—Bradford Pub. Inc. License May 9. Continuing losses on FM would adversely affect AM.

WEBR-FM Buffalo, N. Y.—WEBR Inc. License May 9. Limited FM audience.

WCAP-FM Asbury Park, N. J.—Radio Industries Bcst. Co. CP May 9. Assignment of Radio Industries to Asbury Park Press Inc.

KWRN-FM Reno, Nev.—Reno Newspapers Inc. License May 9. Cannot make expenses due to lack of listeners.

New Applications . . .

AM APPLICATIONS

Memphis, Tex.—Blake Bcstg. Co., 1370 kc, 250 w day. Estimated construction cost $20,600. Principals include John Blake, 50% owner KPAN Hereford, Tex. and 75% owner KSNY Snyder, Tex; Robert Blake, 75% owner West Texas Printing Co., Brownwood, Tex. Filed May 5.

Moorefield, W. Va.—Lost River Bcstg. Corp., 740 kc, 1 kw day. Estimated construction cost $20,908. Principals in corporation include: R. E. Fisher, director South Branch Valley National Bank 50% owner South Branch Realty Co., 33⅓% Moorefield Examiner, 50% interest South Branch Air Service, president 66⅔%; Mrs. S. A. McCoy, 33⅓% owner Moorefield Examiner, 33⅓%; Katherine Fisher, secretary-treasurer 33⅓%; J. G. Freeland, chief operator and service technician WRMP Romney, Va. State Police Radio Station, vice president ⅓%. Filed May 5.

Junction, Tex.—Kimble County Bcstg. Co., 1450 kc, 100 w unlimited. Estimated construction cost $6,000. Equal partners are: James E. Calhoun, announcer-newscaster KDWT Stamford, Tex., and Callan Graham, attorney and owner of ranch lands. Filed May 5.

Clinton, Mo.—Lee E. Baker and Jeanne F. Baker, 1280 kc, 1 kw day. Estimated construction cost $8,000. Lee E. Baker is a consulting engineer and chief engineer KICK Springfield, Mo., as well as instructor of mathematics and physics, Southwest Mo. State College, Springfield. Filed May 10.

Mt. Airy, N. C.—Mt. Airy Bcstrs. Inc., 1240 kc, 250 w unlimited. Estimated construction cost: $13,100. Principals include: Robert Ennis Epperson, 50% interest in WYVE Wytheville, Va.; Russell E. Hiatt, owner Hiatt's Radio Shop and Erastus F. Poore, salesman for Colonial Granite Co., all hold ⅓ interest. Filed May 10.

Wildwood, N. J.—Francis J. Matrangola, 1230 kc, 250 w unlimited. Estimated construction cost $6,504. Mr. Matrangola, individual owner, is an instructor at New York Technical Institute of Maryland, Baltimore (radio school). Filed May 11.

TRANSFER REQUESTS

WMMJ Peoria, Ill.—Assignment of license from Julian B. Venezky, receiver for bankrupt WMMJ, to WPEO Inc. Principals in new corporation include: J. R. Cary, 25% owner Cary Motor Co. (Ford dealers), Madisonville, Ky., 50% owner Acme Loans Inc., and 50% owner farm, president 33⅓%; Ned Trent, stockholder in Cary Motors, vice president 33⅓%; T. E. Brewer, general and commercial manager WCIF Madisonville, vice president 33⅓%; J. Chase Scully Jr., attorney and director Peoria Malleable Casting Co., no stock interest. Purchase price is $12,500. WMMJ is assigned 1 kw day on 1020 kc. Filed April 21.

WEAT Lake Worth, Fla.—Assignment of license from Robert W. Rounsaville, licensee, to Warren H. Brewster for $60,000. Mr. Brewster owns 29% WLNH Laconia, N. H. which he is presently arranging to sell. Other business interests include 33⅓% Brewster Hotel Corp. WEAT is assigned 250 w fulltime on 1490 kc. Filed May 3.

WFHR-AM-FM Wisconsin Rapids, Wis.— Transfer of control of William F. Huffman Radio Inc., licensee, from Louise Huffman, executrix of the estate of William F. Huffman Sr. (deceased) to Wisconsin Rapids Tribune Co. for $59,280. Wisconsin Rapids Tribune owns 247 of 250 sh. of William F. Huffman Radio, and William F. Huffman Radio in turn owns 488 sh. of Wisconsin Rapids Tribune. There will be no material change in proportionate ownership of William Huffman Radio after transfer is completed. WFHR is assigned 250 w fulltime on 1340 kc.

KSIJ Gladewater, Tex.—Assignment of license from Barnes H. Broiles, Carl B. Everett, John Ben Sheppard, Thomas C. Unis and Henry Wade d/b as The Gladewater Bcstg. Co. to Taylor W. Lee, with same firm name. Mr. Lee will assume expenses of transfer and outstanding debts and accounts payable. Mr. Lee has extensive business interests including oil operations, president and 98% owner VaLee Canning Corp., VaLee Gin Co., and the Red Gate Gin Co., and Raymondville Gin Co. at Raymondville in which he has 50% interest. KSIJ is assigned 1 kw day on 1430 kc. Filed April 27.

WAUX Waukesha, Wis.—Acquisition of control of WAUX Bcstg. Co., licensee, through purchase of 164 sh. of stock (consideration not stated), by Carl Taylor, Donald L. Taylor, Alma I. Taylor and Velma F. Taylor from Lloyd Burlingham and Russell Salter. Mr. Burlingham and Mr. Salter wish to reduce holdings because of their interest in WBEL Beloit, Wis. There will be no change in nature of licensee structure. Mr. Carl Taylor is president and chief executive of WAUX. WAUX is assigned 250 w day on 1510 kc. Filed April 28.

WMAY Springfield, Ill.—Assignment of CP from Gordon Sherman, Alexander Buchan, Melvin Feldman, Sol Binkin and Robert Weiner d/b as Lincoln Bcstg. Co., permittee, to new corporation of same name and people. Minor changes in distribution of stock will result as follows Alexander Buchan, president and director 28%; Gordon Sherman, treasurer and director 26%; Melvin Feldman 2d vice president 14% and Robert Weiner, secretary and director 14%. WMAY is assigned 1 kw-D 500 w-N on 970 kc. Filed May 11.

WROL-AM-FM Knoxville, Tenn. —

(Continued on page 84)

THE ONLY STATION THAT ACTUALLY DELIVERS
COMPREHENSIVE COVERAGE
In the Nation's Fastest Growing Market
PORTLAND OREGON
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

CRIME PROBE

Communications on Agenda

PLANS for a sweeping national crime probe, encompassing the use of interstate communications facilities, took shape on Capitol Hill last week with formation of a special Senate committee headed by Sen. Estes Kefauver (D-Tenn.) [BROADCASTING, May 8].

Sen. Kefauver, author of a long-pending proposal (S Res 202) to launch such an investigation, told BROADCASTING Thursday that "we're going into communications" but indicated his group "would try not to duplicate" work already done by the McFarland communications subcommittee which has concluded three week hearings on legislation designed to curb use of radio-TV facilities for transmission of "gambling" data.

Sen Kefauver will head a five-man group to include Sens. Charles Tobey (R-N. H.), Lester C. Hunt (D-Wyo.) and Herbert R. O'Conor (D-Md.), all members of the Senate Interstate Commerce Committee, and Sen. Alexander Wiley (R-Wis.) from the Senate Judiciary Committee. Appointments were announced by Vice President Alben Barkley last Wednesday.

Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Commerce Committee, and Sen. Ernest W. McFarland (D-Ariz.), head of its comunications subcommittee, reportedly declined to serve on the Kefauver committee because of pressure of other business.

Meanwhile, the McFarland subcommittee continued to gather data on bookmaking activities in connection with its study of the Justice Dept. bill (S 3358) to ban interstate transmission of gambling data on sports events; require that stations delay broadcast details at least an hour after completion of horse races; and limit networks and stations to one horse race broadcast per day.

A host of officials, including Radio Correspondents Assn., American Telephone and Telegraph, Western Union and various news services, as well as FCC, testified in opposition to the bill [BROADCASTING, May 8, 1, April 24]. FCC offered its own substitute measure which would simply eliminate transmission of all information on bets, odds or prices—in all media—and permit stations to air horse races within that prohibition.

While the Senate subcommittee has indicated further but not extensive hearings may be held, Sen. McFarland has hinted his group may adopt a compromise measure somewhere between the Justice Dept. bill and the FCC plan, which many observers feel the "lesser of two evils."

Tobey Statement

Hope that the McFarland group will evolve a bill to "strike at the evil of illegal bookmaking and at the same time not do violence to our basic constitutional precepts of a free speech and radio," was voiced last week by Sen. Tobey in a statement accepting an appointment to the special five-man Kefauver unit.

Sen. Tobey, ranking member of the Senate Interstate Commerce Committee, felt that hearings held by the McFarland group would pave the way for the broader forthcoming crime investigation and said evidence already obtained would prove "invaluable" to the special Judiciary-Commerce committee.

The Senate, which authorized a sum of $150,000 for the probe, also approved a resolution calling for employment of a chief counsel at $17,500 and assistant counsel at $12,500. A lawyer of national reputation will be selected. The committee must file its report to the Senate by Feb. 28, 1951.

FCC Roundup

(Continued from page 83)

Applications Cont.:

Assignment of licenses from S. E. Adcock d/b as Stuart Bcstg. Co., licensee, to new firm Mountcastle Bcstg. Co. Inc., for $301,293.78. Paul Mountcastle, is president and 100% owner. He is president of Life and Casualty Ins. Co. of Tenn., and less than 25% stockholder, he is president and 21% owner Fireproof Storage and Van Co., president and less than 25% owner Southern Industrial Bank, as well as director and less than 25% stockholder Commercial National Bank. Others in corporation include Paul Mountcastle Jr., treasurer and W. H. Linebaugh, business manager WROL, vice president. WROL is assigned 5 kw fulltime, directional on 620 kc. Filed May 11.

KPET Lamesa, Tex.—Assignment of license from R. O. Parker, R. A. Woodson, K. S. Ashby a partnership d/b as Lamesa Bcstg. Co., licensee, to R. O. Parker and R. A. Woodson. Mr. Ashby sells his 24% for $20,000. Mr. Woodson's holdings after transfer will total 37% and Mr. Parker's 63%. KPET is assigned 250 w day on 690 kc. Filed May 11.

WNAT Natchez, Miss.—Assignment of license from M. T. Seale and H. J. Jennings d/b as Old South Bcstg. Co. to H. J. Jennings, Charles E. Ratcliffe, Laurie G. Ratcliffe, Elna R. Lambert and Edward G. Lambert new firm with same name. Consideration $20,000. Ownership interests: C. E. Ratcliffe owns 25% interest in Ratcliffe plantation and stock farm, 17⅛%; L. P. Ratcliffe 25% Ratcliffe plantation, 17⅛%; Mr. Lambert, circulation manager Natchez Democrat, 8⅝% and Mrs. Lambert, housewife, 8⅝%; H. J. Jennings, manager WNAT, 50%. WNAT is assigned 250 w unlimited on 1450 kc. Filed May 11.

ALL-CANADA

Industry Leaders Speak At Toronto Meet

LATEST developments in programming and advertising were studied by some 44 commercial and program managers of stations represented by All-Canada Facilities at a Toronto meeting held May 8-11. Speakers, discussing a wide range of topics from TV to tape recordings, included industry leaders from the U. S. and Canada. Guy F. Herbert, general manager of ACF, was chairman.

First day's sessions included talks by George Bertram, advertising manager of Swift Canadian; T. L. Anderson, general manager of Cockfield Brown & Co.; R. B. Wakeley, media manager of H. E. Foster Agencies; a timebuyers panel under chairmanship of M. Rosenfeld of MacLaren Adv. Co.; and a representative panel presided over by John Tregale of All-Canada and including Joe Weed and Pete McGurk of Weed & Co., New York.

Tuesday Agenda

Tuesday sessions included a talk on national sales by Pat Freeman, sales director of Canadian Assn. of Broadcasters; BAB slide presentation and recording of a talk by Maurice Mitchell, director of BAB, at the recent CAB convention at Niagara Falls. Tuesday afternoon was devoted to programming for sales, with tape recordings, news, library services and transcriptions being discussed. Wednesday was devoted to a visit of all Toronto stations and a tour of a record pressing plant.

Thursday sessions featured agency relations, success stories, handling local accounts, and television. On Friday the group visited WBEN-TV Buffalo, CKOC Hamilton and a steel plant.

Editorializing

(Continued from page 28)

the current UAW-Chrysler dispute, there have been several requests from both federal and state mediators asking the disputants NOT to give out statements at critical times in the negotiations, on the grounds that such action might delay or hinder a settlement.

Mr. Bannister said FCC's letter, released in Washington April 21, was not received by WWJ until April 28. But when the station learned of it via press association dispatches on April 21, he said, it contacted union representatives and offered time on April 21, 22, and 23. The union felt it was too late to get a speaker for April 21 or 22, he said, but accepted the offer for Sunday. However, he added, "the speaker for the UAW-CIO never appeared, so the time went by unused."

'Hopeful Stage'

He continued:

By that time, the negotiations were in a highly hopeful stage . . . and my guess is that UAW-CIO did not want to endanger a settlement by publicly airing the issues.

However, if the situation should take a bad turn, as it has on several past occasions when a settlement was in sight, I'm certain we'll hear from [union representatives] with further requests.

The situation is delicate and critical, but if the UAW-CIO requests time, we intend sorrowfully to open our facilities regardless of whether or not Chrysler also requests or accepts similar time.

We will take this action in deference to the Commission's wishes, because it is obvious that you want us to this. . . .

Frankly, I think the best way to handle this matter, and any subsequent matters of the same nature which may arise, is to follow the language of Paragraph 10 which recognizes that each case is different. To attempt a lateral imposition of Paragraph 8 [the section cited by FCC as denying one side the power to "veto" an entire presentation by refusing to participate] as a blanket rule is, in effect, a nullification of Paragraph 10. . . .

Furthermore, it seems to me that unless a licensee disqualifies himself on moral or ethical grounds, or by an obvious display of bias or incompetence, you really have no recourse other than to permit the licensee to use the fullest latitude in making these on-the-spot decisions.

If he does disqualify himself on any of the aforementioned grounds, then he should no longer be a licensee. But I don't see how you can grant him a license and then attempt to mastermind him by remote control in matters of this sort.

KDKA Pittsburgh Agricultural Scholarship awards given Carroll L. Howe of Penn. State College, Dale W. Zinn of West Va. U. and Donis D. Patterson, Ohio State U.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Beechwood

LET'S GO TO CHURCH (NEXT SUNDAY MORNING)

On Records: Margaret Whiting-Jimmy Wakely—Cap. 960; Perry Como— Vic. 20-3763; Jerry Wayne—Col. 38787; Slim Whitman—Vic. 21-0313; Owen Bradley—Coral 60208; Red Foley—Dec. 46235; Phil Reed—Dance-Tone 496.

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WOMEN'S TOUCH

Theme of AWB Meet June 1-4

THEME centering on "Radio's Feminine Touch" will mark the seventh annual convention of the NAB's Assn. of Women Broadcasters, to be held June 1-4 at the Cleveland Hotel in Cleveland, according to Eleanor Hanson, WHK Cleveland, chairman of the AWB Convention Committee, and Bette Doolittle, AWB acting executive secretary.

Opening day will include morning registration for women broadcasters from NAB member stations, with regional luncheons to be held at noon. Delegates will see lighting demonstrations in the afternoon at the General Electric Co. plant, at Nela Park.

Other highlights on the agenda:

Trip to the Northern Ohio Food Terminal will be taken the morning of June 2 for a breakfast session. Business meetings start at 10 a.m., to be followed by a TV show, *Through the Kitchen Window*, conducted by Louise Winslow on WNBK (TV) Cleveland.

Afternoon agenda includes a food forum conducted by Grocery Mfrs. of America. Taking part will be W. Howard Chase, General Foods; Milton Fairman, Borden's; Steve Nisbet, Gerber Products Co.; Esther Latzke, Armour's; Paul S. Willis, Grocery Mfrs. of America.

Third day will open with a panel on programs for children, led by Esther Mullin, WGAR Cleveland. Robert K. Richards, NAB public affairs director, will conduct a public relations panel.

Miller to Speak

NAB President Justin Miller will address the June 3 luncheon. A fashion show will follow, staged by Mary Kelley of the New York Millinery Fashion Bureau. Radio and TV work sessions will be held in the afternoon with the latter to be led by Kathi Norris, WNBT (TV) New York. Broadcast Advertising Bureau will hold a panel on its new sales manual titled "Radio's Feminine Touch," with Peg Zahrt, BAB assistant director, in charge.

National Assn. of Greeting Card Publishers will be host at a cocktail party following the afternoon meeting. Annual business brunch will be held June 4, with AWB board members, officers and district chairmen discussing association business. Members of the convention committee, besides Misses Hanson and Doolittle, are Mildred Finnell and Gloria Brown, WTAM Cleveland; Esther Mullin, WGAR Cleveland; Jane Stevens, WJW Cleveland.

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National Nielsen-Ratings* Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
APRIL 2-8, 1950

Current Rank	Previous Rank	Programs	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)			(9.8)
1	1	Lux Radio Theatre (CBS)	20.9
2	3	Jack Benny (CBS)	19.3
3	2	Godfrey's Scouts (CBS)	17.8
4	10	Bing Crosby Show (CBS)	17.0
5	5	McGee & Molly (NBC)	17.0
6	8	You Bet Your Life (CBS)	16.9
7	4	Amos 'n' Andy (CBS)	16.9
8	9	Walter Winchell (ABC)	16.4
9	7	My Friend Irma (CBS)	16.0
10	6	Charlie McCarthy Show (CBS)	15.4
EVENING, MULTI-WEEKLY (Average For All Programs)			(5.9)
1	1	Beulah (CBS)	11.7
2	2	Lone Ranger (ABC)	11.2
3	3	Counter-Spy (ABC)	10.7
WEEKDAY (Average For All Programs)			(5.8)
1	1	Godfrey (Ligg. & Myers) (CBS)	11.7
2	2	Godfrey (Nabisco) (CBS)	10.0
3	14	Godfrey (Gold Seal) (CBS)	9.3
4	11	Backstage Wife (NBC)	9.0
5	5	Right to Happiness (NBC)	8.7
6	4	Pepper Young's Family (NBC)	8.7
7	3	Romance of Helen Trent (CBS)	8.6
8	16	When a Girl Marries (NBC)	8.5
9	8	Wendy Warren (CBS)	8.4
10	18	Young Widder Brown (NBC)	8.3
DAY, SATURDAY (Average For All Programs)			(5.3)
1	1	Armstrong Theatre (CBS)	10.8
2	3	Let's Pretend (CBS)	9.6
3	2	Grand Central Station (CBS)	9.6
DAY, SUNDAY (Average For All Programs)			(3.8)
1	3	Shadow (MBS)	9.8
2	1	True Detective Mysteries (MBS)	9.2
3	2	Martin Kane—Private Eye (MBS)	8.8

Copyright 1950 by A. C. NIELSEN CO.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

KGLN OPENING

MBS Outlet Now on Air

KGLN Glenwood Springs, Col., owned by the Western Slope Broadcasting Co., was scheduled to open yesterday (May 14).

Broadcasting 18 hours daily with 250 w on 1340 kc, KGLN is a Mutual affiliate. Its local programming includes news, women's programs, weather reports, local sports and civic programs, officials said. Glenwood Springs, Rifle, Aspen, Eagle and intervening communities are in the KGLN primary coverage area, it was reported.

KGLN will be under the personal supervision of Rex Howell pending the appointment of a permanent resident manager. Carl Anderson is chief engineer. Owners are Rex and Charles Howell, president and secretary-treasurer respectively of Western Slope Broadcasting Co., which also owns KFXJ Grand Junction.

STROTZ ELECTED

Heads L. A. Charities Group

SIDNEY N. STROTZ, administrative vice president in charge of NBC Western Division, was elected president of Radio Television Recording Charities Inc., Los Angeles, at a meeting of incorporators and directors May 9. The group was formed recently to organize the many isolated charity drives held throughout this year in Los Angeles into one major combined drive in the fall, RTRC reported.

Other officers elected to the group were:

Larry Shea, head of Artists & Products Inc., vice president; Donn Tatum, vice president and counsel for Don Lee Network, secretary; Wayne Tiss, vice president and manager, Hollywood office, BBDO, treasurer. Executive committee includes Robert Reynolds, general manager, KMPC; Glenn Wallichs, president, Capitol Records; George M. Balzer, radio writer; John Brown, actor; Everett Crosby, president, Bing Crosby Enterprises; Phil Fischer, radio representative, Musicians Union; Knox Manning, commentator; Carl Seaman, comptroller and campaign director for charities group.

NW-SKY WAY CASE

FCC Settles 4-Year Issue

FOUR-YEAR old controversy between Northwestern Ohio Broadcasting Co. and Sky Way Broadcasting Co. for 1150 kc at Lima and Columbus, Ohio, respectively, was settled by FCC last week. Northwestern was given a license for WIMA Lima while Sky Way, which has sought reconsideration of the WIMA grant, was allowed to file a new application for 1 kw daytime on 1580 kc at Columbus.

The Commission also dropped its investigation of whether both applicants had been entirely "candid and truthful" concerning Sky Way's allegations that Northwestern was trying to sell WIMA three weeks after it finally won the facility over Sky Way's bid [BROADCASTING, Jan. 9]. FCC indicated insufficient evidence existed to merit pressing this investigation and noted that "after four years of controversy in these proceedings, the dispatch of our Commission business justifies an end to this controversy at this time."

POLITICAL CLINIC

SCBA Gives Election Advice

ANTICIPATING California's June election, the Southern California Broadcasters Assn. held its first all day political broadcast clinic at NBC studios last Friday.

State-wide candidates and their staffs, as well as advertising agencies handling political campaigns, were on hand to glean information on how to intelligently utilize radio and TV to best advantage in the election, SCBA reported. The clinic included seven lectures with panel discussions and questions from the floor, and was held under the direction of Jennings Pierce, chairman of SCBA's educational committee and NBC Western Division manager of public affairs and education.

SCIENCE BOARD

Truman Signs Law for Agency

LEGISLATION creating a National Science Foundation which will serve as a central clearinghouse for information on U. S. scientific and technical personnel and also appraise the impact of research upon industrial development was signed into law by President Truman last week.

The foundation, established as an independent agency within the executive branch of the government, also will be authorized to develop a national policy for promotion of basic research in engineering and other sciences; initiate and support specific research activities involving national defense; and to foster the interchange of such information among scientists of the U. S. and other countries. Foundation also will be able to make contracts or arrangements with foreign countries.

The President will be authorized to appoint 24 members to the science board from engineering and other fields, and a director or chief executive officer at $15,000 annual salary. Provision for executive committees, science divisions, subcommittees and special commissions also is made.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

NEW MARKET STUDY NOW READY

Gives facts and figures, shows why WDRC is best buy in Hartford by any yardstick! Write for your copy to Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

CBS

At Deadline...

PROMPT COLOR DECISION URGED BY JOHNSON

ANY DECISION on TV allocations "now" would involve four to six weeks of hearings without consideration of color and would "set back" advent of commercial color TV by "a generation," Sen. Edwin C. Johnson (D-Col.), chairman of Senate Interstate & Foreign Commerce Committee, declared Friday, quoting FCC Chairman Wayne Coy as authority.

"The odds are . . . that it could well take 60 days from June 25 for a final decision in the color question," he said. ". . . Under all circumstances, it would appear unlikely that the final allocation decision can be made before late November or early December." He asserted FCC "feels absolutely" it cannot take up allocations before giving color decision. He emphasized, however, that FCC "has no schedule fixed or announced for target dates on completion of the present schedule of hearings."

He said committee expects to receive Condon Committee's special color TV report "early next month," adding that this "may . . . aid the Commission in expediting its own decision" on color. Report to be made public.

Sen. Johnson's statement issued Friday following conference with officials of National Society of Television Producers on problem of lifting of TV freeze. James Lawrence Fly, ex-FCC Chairman and now general counsel to NSTP, said society is "satisfied that the Commission is doing everything it can" and that freeze probably can't be lifted before year's end. He said NSTP officials had conferred with two FCC members on Commission TV timetable. Efforts to meet with others Friday afternoon were unavailing since Commission was in executive session.

NSTP members attending, in addition to Mr. Fly, were: Irvin Paul Sulds, NSTP president and head of Sulds Productions; Mal Boyd, president, West Coast branch, Hollywood; Mike Jablons, vice president, Gainesborough Assoc. Inc., N. Y.; Judy Dupuy, Video Events Inc., N. Y.; Oliver W. Nicoll, Radio Features of America Inc., N. Y.; Walter Armitage, Cavandish Productions Inc., N. Y.

ABC NET INCOME HIGHER

ABC announced last week its net income for first quarter of 1950 after taxes was $93,000 or 5 cents a share on common stock. Figure for similar period last year was $64,000.

NEW LAGRANGE, ILL., OUTLET

NEW AM outlet on 1300 kc with 500 w daytime granted LaGrange Broadcasting Co., LaGrange, Ill., in final decision issued by FCC Friday. Initial ruling also reported to grant new station on 1490 kc with 250 w fulltime at Greenville, S. C., to Piedmont Broadcasting Co. and to deny competitive bid of William M. Drace for same facilities at Greer, S. C.

WKZO-TV RELAY GRANT

PRIVATE inter-city TV relay facilities granted by FCC Friday to WKZO-TV Kalamazoo, Mich., to permit it to receive TV network programs.

SCHLOEDER JOINS R&R

STAN SCHLOEDER, formerly with Benton & Bowles, New York, as timebuyer, joins Ruthrauff & Ryan, same city in same capacity.

DON LEE RENEWAL ORDER IS MADE FINAL BY FCC

LONG-PENDING Don Lee network case settled by FCC Friday in adopting as its final decision earlier proposed ruling to grant renewals to Don Lee's KGB San Diego, KDB Santa Barbara, KFRC San Francisco and KHJ-AM-FM Los Angeles [BROADCASTING, Jan. 2]. Commission majority ruled Don Lee had violated network regulations but since only penalty was flat non-renewal, majority was inclined to afford last chance. Chairman Wayne Coy and Comr. Frieda Hennock dissented, voting for denial.

Final decision severed Don Lee's TV application at San Francisco from network case and placed it in pending file until TV freeze is lifted. Bid does not become part of San Francisco comparative TV hearing in which four applicants seek two facilities and tentative reservation of Channel 2 (54-60 mc) there continues, FCC said. Final ruling further severed Don Lee bid for Class B FM facilities in San Francisco and granted motion to sever KGB application for switch from 1 kw to 5 kw on 1360 kc. FCC ordered further hearing on KGB bid on technical issues only. KVRS Rock Springs, Wyo., and KMOD Modesto, Calif., were made parties to hearing.

JOSCELYN HEADS SCBA

AUSTIN E. JOSCELYN, CBS Hollywood operations director, elected president of Southern California Broadcasters Assn., succeeding William J. Beaton, KWKW Pasadena, who had served three years. Clyde P. Scott, KECA-AM-TV Los Angeles, elected vice president to succeed incumbent, Ernest L. Spencer, KVOE Santa Ana. Cliff Gill, KFMV (FM) Hollywood, elected secretary-treasurer. Re-elected to board were Robert O. Reynolds, KMPC Hollywood; Jennings Pierce, NBC; Calvin J. Smith, KFAC Los Angeles, and Mr. Beaton.

HOOPER DEFENDS RATINGS

ACCURACY of Hooper television ratings cited by C. E. Hooper, president of C. E. Hooper Inc., at New York U. advertising convention Friday, answering critics' complaints. Kendall Foster, TV vice president of William Esty & Co., said TV cost-per-thousand is less than newspaper costs. Arthur Duram, CBS TV market research director, said TV effect on other media will hit magazines hardest. Bruce Robertson, BROADCASTING, was panel moderator.

WMGM RELEASES EIGHT

EIGHT staff announcers on WMGM New York given four-week notice of release last week. Bert Lebahr, director of WMGM, said action is without regard to personalities and does not represent either a layoff or permanent reduction in number staff announcers, since replacement will be made immediately. Station policy calls "for hard hitting sales techniques," Mr. Lebahr stated.

TUBE PLANT TRANSFERRED

REMINGTON RAND Inc. transferring TV picture division at South Norwalk, Conn., to Reeves Soundcraft Corp., Stamford, Conn., including facilities for manufacture of rectangular tubes for home sets. With pilot production completed, manufacture of tubes on large scale is planned.

COLLIER EXPANSION

COLLIERS magazine, through Kudner Agency, slated to expand spot announcement campaign in Chicago and New York starting May 18.

Closed Circuit

(Continued from page 4)

it must wait for decision on overall allocation (not expected much before end of year, at earliest).

TOP CANDIDATES for successor to late Judge J. Fred Johnson Jr. as FCC's chief hearing examiner at this point reportedly are Examiners Fanney N. Litvin, one of FCC's senior attorneys, and James D. Cunningham, who drew assignment to succeed Judge Johnson as presiding officer in explosive G. A. (Dick) Richards news policy case.

FIRESTONE TIRE & RUBBER would star Jeannette MacDonald in TV series if money is right. She insists deal must not interfere with other professional assignments.

TWO-MAN NAB team of President Justin Miller and General Manager William B. Ryan will represent NAB in today's New York session with network brass, reversing original plan to take along department heads as reserves. Association hopeful networks and owned stations will stay within fold despite apparent lack of enthusiasm by three out of four networks.

ORIGINALLY scheduled as all-day session, proceedings will be confined to luncheon. Networks are to be represented by these emissaries—Frank White, MBS president; Robert E. Kintner, ABC president; Joseph H. Ream, CBS executive v-p; Charles R. Denny, NBC executive v-p.

WITH THROWING IN of sponge by his nearest rival, Gordon Persons, former part-owner and manager of WSFA Montgomery, automatically becomes Alabama's new governor next November. Democratic nomination is tantamount to election, but runoff had been indicated. Mr. Persons, who entered politics about ten years ago, selling his interest in Montgomery station which he fathered, is brother of Maj. Gen. Wilton B. Persons, who handled Congressional liaison for military establishment and now is superintendent of Staunton Military Academy.

NEW BOOK on radio being authored by Charles A. Siepmann, of FCC "Blue Book" fame, now scheduled to roll off presses in September. Book will carry wrapper by Ed Murrow, CBS news analyst, and reportedly tears into BBC's operation—a departure from Siepmann's *Radio's Second Chance* in which he castigated American radio in contrast to British Government monopoly. Author is chairman of Communications Dept. of New York U.

PROMINENT SOUTHERN station-owner is under consideration by President Truman for appointment to highly placed economic post in Federal Government, sitting just under Cabinet.

THERE ARE SIGNS that TV's bite on motion picture attendance has reached point where procedures may go into reverse. For example, it's reported that Balaban organization in both Detroit and Chicago has offered TV stations in those cities long-term lease at nominal rentals. Theatres, of course, would be used for TV studio production.

NLRB ORDERS ELECTION

SECRET ballots ordered by NLRB to determine if stage electricians, carpenters, and property men at WNBT (TV) and WJZ-TV both New York, and WNBQ (TV) Chicago desire to be represented by NABET or IATSE or neither. Some extras found eligible to vote.

XUM

RADIO...or TV

WHICH...WILL IT BE?

The smart buy is BOTH in WLW-land!

WHY BOTH? COVERAGE • DOMINANCE • PENETRATION = IMPACT

Television's tremendous growth has resulted in a decline in radio listening. But this decline has been OFFSET by an *increase in the total number of radio homes.** And when TV enters a radio home, the total viewing-listening activity is more than ever before . . . thus increasing the adver tiser's opportunity to sell!

WHY WLW? DOMINANCE • PENETRATION = IMPACT • COVERAGE

The Nation's Station delivers 20 million home hours of listening per week in an area comprising 330 counties . . . 13,404,000 people . . . nearly 1/10 of the United States. Yes, WLW is still far ahead in . . .

COVERAGE—In four weeks, WLW reaches 80.7% of all radio homes in WLW-Land—an increase of 25% in coverage since 1946.

DOMINANCE—WLW enjoys 16.6% of all radio listening in its Merchandise-Able area . . . competing with 257 other stations.

PENETRATION—The average radio home in WLW-Land listens to WLW 5 hours and 27 minutes per week . . . more than the four leading competitors combined.

And when you put coverage, dominance and penetration together . . . THAT'S IMPACT!

Further, on a cost-per-thousand basis, WLW delivers advertising impressions *at lower cost than five combinations* of the best local stations in 21 major markets. The savings you realize by using WLW, if invested in WLW-Television, will result in an additional audience and will protect your AM advertising dollars in metropolitan TV areas against the inroads of television.

WHY WLW-TELEVISION? PENETRATION = IMPACT • COVERAGE • DOMINANCE

The three micro-wave-linked Crosley Stations—WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus—have an average share of Audience of *52.5% from 11 A. M. to 11 P. M. seven days* a week. Compare this to an average of 28.5% for the other five TV stations located in these three cities.**

And look at the market. It's the 2ND LARGEST TV MARKET IN THE MIDWEST . . . 6TH LARGEST TV MARKET IN THE NATION.

As for costs, WLW-Television has the *second lowest cost in the midwest*—as low as 16c per-thousand-set owners.

SPECIAL SUMMER "BONUS TIME PLAN" • IMPACT = COVERAGE • DOMINANCE

Special summer discounts are available through September to advertisers on both WLW, The Nation's Most Merchandise-Able Station, and on WLW-Television, the most dominant television operation in the nation's 6th largest TV market.

For complete information, contact any of the WLW Sales Offices in New York, Chicago, Hollywood, Cincinnati, Dayton or Columbus.

* *All WLW data based on Nielson Radio Index, Feb.-Mar., 1949*

** *All WLW-Television data based on Videodex Reports, April, 1950*

WLW

WLW-Television

Crosley Broadcasting Corporation